



T. Rowe Price Investor Magazine Now Available on iPad

BALTIMORE, March 28, 2012 /PRNewswire/ -- T. Rowe Price announced today the debut of the iPad[®] edition of [T. Rowe Price Investor[®]](#), the company's award-winning quarterly magazine for mutual fund shareholders.

[The iPad edition](#) of the magazine is now available on the App Store via the free *T. Rowe Price Investor* App. The magazine provides investors with informative, educational content on investing and personal finance topics from T. Rowe Price. Additionally, the iPad edition features interactive functionality that allows users to engage with graphics and videos that accompany articles, access to exclusive bonus material and archived issues of the magazine, and Push Notifications when new content is available. Readers can sign up for a free subscription through the app.

"The launch of the iPad edition of *T. Rowe Price Investor* magazine gives our readers a dynamic, new way to experience the thoughtful insights of our investment and personal finance professionals," said Todd Cleary, vice president of T. Rowe Price Group, Inc. and director of the company's Retail Division. "At the same time, the iPad edition represents a natural extension of our commitment to innovation and technology."

The debut of the *T. Rowe Price Investor* iPad edition coincides with the publishing of the magazine's [March 2012 issue](#). The new issue includes a cover story titled, "Trimming Your Taxes: Strategies to help reduce your liability now and in the future," a feature story about establishing and reviewing an estate plan, a spotlight on asset allocation funds, a how-to article about catching up on retirement savings, and an interview with Kris Jenner, manager of T. Rowe Price Health Sciences Fund. Regular features include a reader Q&A section with T. Rowe Price CERTIFIED FINANCIAL PLANNER[™] professionals, financial market updates, and company news.

The T. Rowe Price App is available for free from the App Store on iPad or at www.itunes.com/appstore.

T. Rowe Price Investor began publishing in 2000. It presents insights on investing and personal finance strategies to use in making or validating financial decisions. Throughout its existence, the magazine has received numerous industry and publishing awards, including those bestowed by the Mutual Fund Education Alliance, FOLIO: magazine, and The Communicator Awards, a program sanctioned by the International Academy of Visual Arts.

Please click [here](#) or call 800-395-1148 to request a prospectus, which includes objectives, risks, fees, expenses, and other information that you should read and consider before investing.

T. Rowe Price Investment Services, Inc., distributor.

Founded in 1937, Baltimore-based T. Rowe Price is a global investment management organization with \$489.5 billion in assets under management as of December 31, 2011. The organization provides a broad array of mutual funds, subadvisory services, and separate account management for individual and institutional investors, retirement plans, and financial intermediaries. The company also offers a variety of sophisticated investment planning and guidance tools. T. Rowe Price's disciplined, risk-aware investment approach focuses on diversification, style consistency, and fundamental research.

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