

since 1990

once upon a time, we sat with our x-acto knives, rubber cement, linotype proofs, and stat cameras, ready to craft those handsome books that sold products and hypnotized shareholders • those days are gone • so too, the days of the big network tv ad buy • but in this 21ST Century world of off-the-shelf design, penny-ante cable placements, print-on-demand, and spam, why are we still here?

because • good design is good business

because • quality matters • timing matters • budget matters • success matters • color matters • content matters • identity matters

because • **design matters!** • more than a graphic design firm • more than another website developer • not as narrow as a branding consultancy • different from a traditional advertising agency

design matters inc! • we think, plan, create, produce, and manage • we write, edit, design, program, photograph, execute • **we deliver!**

making a mark in a crowded market

financial product launch

2004 cashzone gold card

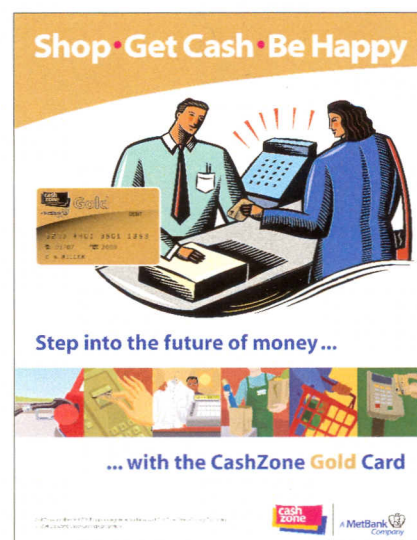
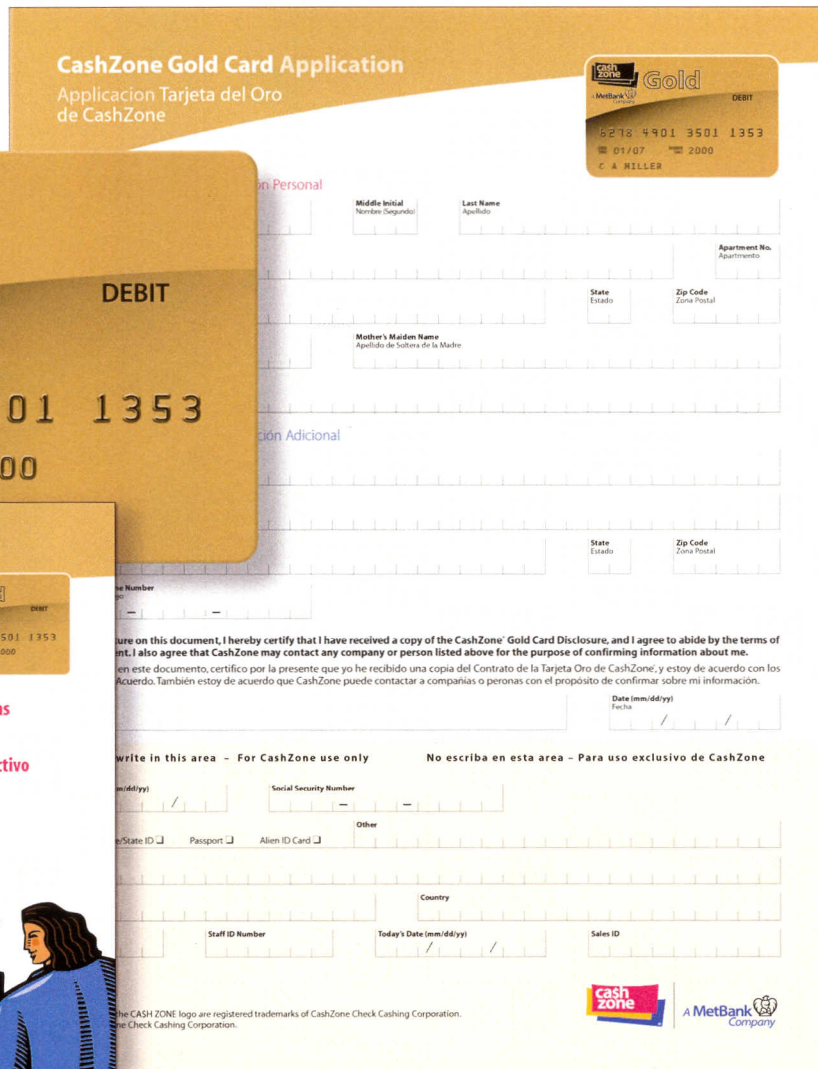
debit cards have been enjoying something of a vogue, thanks to their convenience for consumers, aggressive marketing campaigns by national issuers, and celebrity endorsements • CashZone, a design matters inc! client since 2000, has an established market among immigrants, especially Latinos • realizing it had both a natural market and considerable competitive advantages, CashZone launched a self-branded debit card program • design matters created an identity for the CashZone Gold Card Program that drew simultaneously on the strengths of the world's most established card issuers and on design matters' experience in marketing to the under-served working class communities we believe are the "new generation of Americans" • design matters created the CashZone Gold Card and an entire bilingual campaign of print, TV, and internet components • The "Shop. Get Cash. Be Happy!" headline was used to introduce key Gold Card benefits: membership, acceptance, and security •

nos destacamos en un mercado abarrotado

lanzamiento de producto financiero

2004 cashzone gold card

las tarjetas de débito se han puesto de moda, gracias a la conveniencia que ofrecen a los consumidores, las intensas campañas de marketing de los emisores nacionales, y las promociones de las celebridades • CashZone, un cliente de design matters inc! desde el 2000, tiene un mercado establecido entre inmigrantes, especialmente latinos • al darse cuenta de que tenía tanto un mercado natural como considerables ventajas competitivas, CashZone lanzó un programa de tarjeta de crédito con su propia marca • design matters creó una identidad para el Programa CashZone Gold Card que aprovechó simultáneamente los puntos fuertes de los emisores de tarjetas más establecidos del mundo y la propia experiencia de design matters en dirigir sus campañas de marketing a las comunidades de trabajadores subatendidos que consideramos son la "nueva generación de americanos" • design matters creó la CashZone Gold Card y una campaña bilingüe completa con componentes impresos, de TV y de internet • el titular "¡Haga Compras. Obtenga Efectivo. Sea Feliz!" se usó para presentar los beneficios clave de la tarjeta Gold Card: afiliación, aceptación y seguridad •




wisdom. revealed.


finance gets personal

2002-04 claymore securities • gene peroni • mark boyar

following a trend affecting everything from banking to sports to Hollywood, investors are increasingly interested in knowing something personally about the history and background of the people who manage their investments • formerly accessible only to institutional and very wealthy investors, several of Wall Street's leading and best-known asset managers were recruited by Claymore to create "name-brand" portfolios and other products targeted to high-net worth and other individual investors • design matters inc! created multiple literature systems that simultaneously capture the spirit of the featured individual portfolio managers while retaining the essence of the Claymore brand • personal graphics like signatures and portraits, and recognizable identifiers like the Boyar magnifying glass, were combined with the color palettes, typography, and charting standards developed for Claymore • the result: sophisticated sub-brands that clearly belong within the larger Claymore universe, while explicitly demarcating the unique identity of each fund manager •



Eugene F. Peroni, Jr.



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Eugene Peroni

Peroni Advisory

MANAGED ACCOUNT PROGRAM

10 YEARS OF COMMON SENSE

Over five decades ago, Eugene F. Peroni, Jr. developed a proprietary method of investing, carefully selected to outperform the market. Peroni's method is based on a fundamental analysis of a company's financial statements, its management, its industry, and its competitive position. Peroni's method is based on a fundamental analysis of a company's financial statements, its management, its industry, and its competitive position.


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Peroni Advisory

MANAGED ACCOUNT PROGRAM

An opportunity to participate in the unique technical research-based strategy of Eugene F. Peroni, Jr. via an actively managed account program.



CLAYMORE



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The Peroni Method

Two generations of discipline and perseverance



Eugene F. Peroni, Jr.



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MANAGED ACCOUNT PROGRAM



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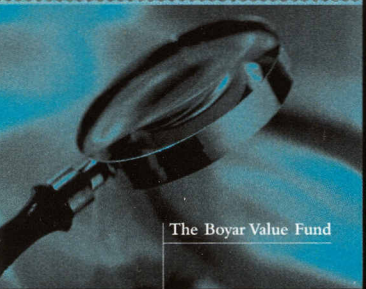


Peroni Advisory

MANAGED ACCOUNT PROGRAM

THE BOYAR VALUE FUND


BOYAX



The Boyar Value Fund

A Multi-Cap Value Fund Seeking Long-Term Capital Appreciation


BOYAX



CLAYMORE

THE BOYAR VALUE FUND

BOYAX



Mark Boyar, his career as a successful investor in 1968. In 1973, he founded Boyar Capital Fund, a value-oriented, institutional research service. He quickly began managing money for high net worth clients and later founded Boyar Asset Management, a registered investment advisor. In 1985, he began managing the Boyar Value Fund in 1989. His approach was later sought by such funds as Boyar, Boyar Capital, CIBC, Fidelity, Financial World, The New York Times and The Wall Street Journal.

CRITICAL EVALUATION VALUE

Mark Boyar focuses on stocks that are trading below their intrinsic value. Simply stated, the current shareholders would receive if the firm were either acquired or liquidated. Through strict fundamental analysis, Mark analyzes companies to make the case why they are a potential acquisition model - by measuring the value of the underlying assets, the management and planning approach, the company's balance sheet and, ultimately, the firm's intrinsic value. Mark's research is based on the value of a firm's assets in the global marketplace.

PROVEN SINCE 1968

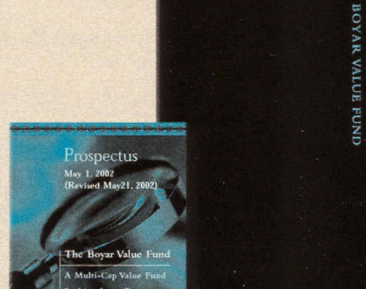
For over 30 years, through bull and bear markets, Mark Boyar has consistently outperformed his peers. Despite the volatility of the stock market, his value investing principles, based on the Boyar Value Fund, should be comfortable in knowing that Mark Boyar will not deviate from his value-oriented focus.

"To us, beating an index is not as important as getting an absolute return on our money. Relative performance doesn't pay the rent. Absolute performance does, and that's what we strive for."

— MARK BOYAR

THE BOYAR VALUE FUND

BOYAX



Prospectus


May 1, 2002 (Revised May 21, 2002)

The Boyar Value Fund

A Multi-Cap Value Fund Seeking Long-Term Capital Appreciation

BOYAX

As with all mutual funds, the Securities and Exchange Commission has not approved or disapproved of them, or their merits, or the timing of their sale. It is important to read the prospectus carefully.



CLAYMORE

striking while the iron is hot

critical time-to-market financial products marketing

2000-03 nuveen investments closed-end exchange-traded funds

if time-to-market is the critical consideration, design matters inc! delivers • when Nuveen Investments re-entered the closed-end exchange-traded fund ("ETF") market, it knew that regulatory constraints limit closed-end ETF fund raising to a maximum 30-day window • design matters' unparalleled expertise in financial services in general, and exchange-traded funds in particular, helped give Nuveen Investments the edge they needed to raise over \$17 billion in closed-end ETFs in just over four years • design matters implemented a full system of investor and advisor guides, investor and advisor kits, and other collateral materials for each fund launch • the system was designed to provide maximum individuation of each fund as well as efficiency of execution. this was done within the parameters of Nuveen Investments' strictly branded environment • that environment, in turn, was based on "wealth/dream actualization" pictorial themes developed by design matters to convey the core product benefits of inter-generational wealth transfer and tax efficiency •

Nuveen
Closed-End
Exchange-Traded
Funds

**Nuveen
Preferred and Convertible
Income Fund (JPC)**

**MARCH IPO
MATERIALS**

The materials you requested are enclosed.

NUVEEN
Investments

Nuveen
Closed-End
Exchange-Traded
Funds

**Nuveen
Preferred and Convertible
Income Fund (JPC)**

IMPORTANT MARCH IPO INFORMATION SIDE

Kit Includes:
Brochure and
Binary Prospectus



Nuveen
Closed-End
Exchange-Traded
Funds

**Nuveen
Preferred and Convertible
Income Fund (JPC)**

A New Fund Investing Primarily in Preferred and Convertible Securities for Investors Seeking:

- **High current income**
- **Total return opportunity**
- **A quality-oriented portfolio**
- Additional **diversification** within their overall investment portfolios
- **Reduced management fees** in the first eight years
- Portfolio management by **specialists** in preferred, convertible and fixed-income securities
- Fund management by Nuveen, the **leading sponsor** of closed-end exchange-traded funds

NUVEEN
Investments

Investor Guide

Nuveen
Closed-End
Exchange-Traded
Funds

**Nuveen
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NUVEEN
Investments