

# PRESS RELEASE

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## New Communications Program Explains API Investment Approach

September 29, Lynchburg, Virginia – API Funds ([www.apifunds.com](http://www.apifunds.com)) has released a new corporate brochure and video that provide an in-depth look at API's systematic investment approach. API Funds, creator and manager of the API Efficient Frontier Funds, is a family owned and operated boutique mutual fund firm headquartered in Lynchburg. The video is available at <http://apifunds.com/video/approach-to-investing.php>.

"We are very excited about providing both financial advisors and investors a better understanding of our differentiated approach," said David M. Basten, Managing Director of API Funds. "We believe that this new program provides a clear understanding of how API has used the power of Modern Portfolio Theory and the Efficient Frontier to create a fund family with a focus on maximizing return and minimizing risk." Mr. Basten also noted that API believes this is an opportune time to launch such a campaign, given the increased focus on the relative advantages and disadvantages of active management vs. passive management. In closing, Mr. Basten explained, "API has embraced the Efficient Frontier and put it into practice as the centerpiece of its investment approach. We believe that the crucial factor in managing market risk is to be inclusive to an extreme. Our goal is to create highly diversified portfolios that beat benchmarks over the long-run and preserve capital during downturns."

### About API Funds

API Funds and Portfolios have helped clients achieve long-term investment goals using a proprietary investment methodology based on the principles of Modern Portfolio Theory. API offers five Efficient Frontier Funds that each target clearly defined portions of The Efficient Frontier. These five actively managed and highly diversified funds can be combined and balanced to match individual objectives and risk parameters. The API funds and portfolios enable investment intermediaries to outsource a professional process that applies fiduciary standards and prudent management of globally diversified portfolios. Further information available at [www.apifunds.com](http://www.apifunds.com).

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*You should carefully consider the investment objectives, potential risks, management fees, and charges and expenses of the Fund before investing. The Fund's prospectus contains this and other information about the Fund, and should be read carefully before investing. You may obtain a current copy of the Fund's prospectus by calling 1-800-544-6060. Past performance is no guarantee of future results. The investment return and principal value of an investment in the Fund will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost.*

*Investments in international markets present special risks including currency fluctuation, the potential for diplomatic and political instability, regulatory and liquidity risks, foreign taxation and differences in auditing and other financial standards. Risks of foreign investing are generally intensified for investments in emerging markets.*

*Diversification does not ensure a profit or guarantee against loss.*

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