

## ICI Launches Redesigned Website With Multiple Enhancements

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Washington, DC, October 23, 2012 - The Investment Company Institute (ICI) recently introduced a more user-friendly [website](#), offering ICI members and the public the best possible gateway to the Institute's content. New enhancements will better showcase the work of ICI, Independent Directors Council (IDC), and ICI Global.

The redesign was developed to make the site more user-friendly, and viewers will notice a new overall look and improved navigation. New features include "quick links" on every page—providing an easy way for members and visitors to find popular areas of the website, such as ICI Viewpoints, resource centers, and research reports—along with simplified content organization. The website also incorporates new sharing and social media tools for material that is available to the public, as well as more prominent links to provide access to the IDC and ICI Global websites.

Promoting public understanding of mutual funds has long been an ICI core mission. ICI is a major source of intellectual capital for both members and the public, and the website is a powerful tool to improve understanding of investment companies and the policy issues that affect funds and their shareholders.

This is the ICI's fourth website update since the site's initial launch in 1997. The website address remains the same, [www.ici.org](http://www.ici.org). For questions or help with the redesigned site, please send an email to [webmaster@ici.org](mailto:webmaster@ici.org). Comments are welcome.