

# Russell Canadian Dividend Pool

## Consider investing in the Russell Canadian Dividend Pool if:

- > You are looking for reliable income
- > You desire stability in your investments
- > You want to participate in the long term growth of the Canadian market
- > You want the confidence of having world-class investment managers working on your behalf

## Reliable income and portfolio stability for retirement

In times of economic growth as well as times of uncertainty, Canadian dividend-paying shares have consistently delivered income and stability. They enable investors to participate in the earnings of some of the country's most stable corporations, which can lead to a predictable stream of investment cash flow, and a more solid portfolio foundation.

**Russell Canadian Dividend Pool** starts with the inherent strengths of dividend-paying companies, and adds our trademark multi-manager approach to create a highly compelling investment opportunity.

## Russell Canadian Dividend Pool benefits:

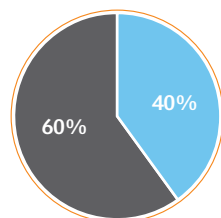
**Reliable income**—The fund aims to generate a steady stream of quarterly dividend income, based on a 3% annual distribution rate<sup>1</sup>, making it an ideal choice for retired and nearly-retired clients.

**Portfolio stability**—Dividend income can help stabilize portfolio performance in virtually any market environment. Broad diversification across two distinct investment styles, more than 10 industry sectors, and dozens of individual holdings further reduces risk.

**Growth potential**—Despite its strong focus on income generation, the fund is also able to participate in the long-term growth of the Canadian equity market.

**Best-of-breed managers**—The fund is sub-advised by two leading Canadian equity investment managers, and Russell continually monitors their performance to make sure they consistently generate income and manage risk.

## 60/40 investment style split



60% of the portfolio is sub-advised with a **Contrarian Value** investment style by **Goodman & Company**.

40% of the portfolio is sub-advised with a **Deep Value** investment style by **Foyston, Gordon & Payne**.

## Russell's trademark multi-manager style in action

The investment managers within the Russell Canadian Dividend Pool are two highly respected authorities on dividend opportunities in the Canadian market. They were selected using Russell's disciplined and time-tested approach to analyzing manager style, performance, and consistency.

Although both managers share the goal of generating reliable income and carefully managing risk, their separate and distinct investment styles have shown a low performance correlation. This added level of diversification is highly valuable—especially for clients with a conservative bias.

Russell designed this unique multi-manager, multi-style portfolio to provide the highest probability of outperforming in most market environments while keeping risk, sector deviations, and other factors at appropriate levels.

<sup>1</sup> At the beginning of each year, we will fix an annual distribution rate. For 2010 it is set at 3% of the net asset value per unit. This distribution may be changed, dependent on future market conditions.

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### About the money managers

#### **Foyston, Gordon & Payne (FGP)**

The Portfolio Manager has more than 35 years of experience managing Canadian equities. FGP worked with Russell to develop a deep value dividend mandate specifically for the Russell Canadian Dividend Pool. The firm will use a buy and hold strategy with low portfolio turnover and a focus on preferred shares. Holdings will tend to have a higher dividend yield than the benchmark, with a focus on low valuations and high quality.

#### **Goodman & Company Investment Counsel Ltd.**

The Portfolio Manager has more than 20 years of investment experience and was awarded the Canadian Lipper Award for Canadian Equity in 2007, 2008 and 2009. Goodman & Company's contrarian value style is based on a bottom-up analysis of individual shares, focusing on high quality companies with the potential for future dividend growth.

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### About Russell Investments

Since 1936, Russell has been helping our clients achieve success through the research and selection of best-of-breed money managers. Our associates around the world directly manage more than C\$149 billion as at June 30, 2010 for investors of all sizes. Our family of retirement portfolio solutions is designed to bring individuals the same sophisticated investment strategies and money management expertise enjoyed by some of the world's largest institutional investors.

## Enjoy a complete retirement strategy

Ask your advisor or visit [Russell.com/ca](http://Russell.com/ca) to find out how the Russell Canadian Dividend Pool can be integrated with our family of portfolio solutions to help you enjoy a truly complete retirement strategy.

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