



Office of the City Representative

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The 2010 Aberdeen Dad Vail Regatta

FOR IMMEDIATE RELEASE

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MAYOR AND DAD VAIL REGATTA OFFICIALS ANNOUNCE NEW TITLE SPONSOR FOR THIS SPRING'S DAD VAIL REGATTA

Area global investment management company, Aberdeen Asset Management, Inc., pledges sponsorship support.

PHILADELPHIA (*April 14, 2010*) – Mayor Michael A. Nutter and Dad Vail Regatta officials today announced Aberdeen Assets Management, Inc. as the event's new title sponsor.

The partnership, a multi-year agreement, will help continue a tradition of nearly three quarters of a century of excellence, building on the success of the Dad Vail Regatta, a Philadelphia sports institution. This year's Aberdeen Dad Vail Regatta is May 7 and 8 on the Schuylkill River. Mayor Nutter and Dad Vail Regatta officials made the announcement about the sponsorship at City Hall, following developments in recent months in which the event was in jeopardy of leaving Philadelphia for a venue in New Jersey.

“The City of Philadelphia, Dad Vail Regatta organizers, the rowing community and Aberdeen Asset Management, Inc. look forward to hosting all of the great activities on the Schuylkill River this spring in Philadelphia, home of the event for nearly 75 years,” said Mayor Nutter. “Through the generous support of Aberdeen, a world renowned asset management firm with its North American headquarters here in Philadelphia, we can strengthen our commitment to an annual tradition that's widely regarded as the finest intercollegiate rowing competition in the United States.”

Aberdeen's North American headquarters is in Philadelphia. The commitment to the Aberdeen Dad Vail Regatta complements other initiatives the company has established for fostering young talent in

their sporting and educational endeavors elsewhere in the world, said Martin Gilbert, Chief Executive Officer of Aberdeen.

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**TITLE SPONSOR OF DAD VAIL REGATTA/
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“We are honored to be associated with this long-established event, and are delighted to play our part in ensuring that it remains in our own U.S. hometown of Philadelphia,” Gilbert said. “The competition is hugely popular not only in Philadelphia but throughout the collegiate system and elsewhere across the United States and Canada. We are thrilled to be a sponsor of such a major U.S. sporting event taking place in the City.”

Jim Hanna, President of the Dad Vail Regatta Organizing Committee (DVROC), said: “We are very pleased with the way things have worked out. This will help the thousands of athletes who come here annually for the Dad Vail and the sport of rowing in general.”

As part of the partnership, the Dad Vail Regatta will be renamed The Aberdeen Dad Vail Regatta, with its mission unchanged, encouraging the sport of intercollegiate rowing at schools in North America. This mission will be achieved by staging the regatta annually and by designating two Dad Vail Regatta schools to participate in the Henley Royal Regatta in London later this summer.

More than 3,000 rowers representing over 100 colleges and universities participate from U.S. and Canada in Philadelphia, home of The Aberdeen Dad Vail Regatta. The collegiate rowing competition has roots dating back to 1934 when a rowing competition was founded by University of Pennsylvania rowing coach Rusty Callow and his friend, Harry Emerson “Dad” Vail, a coach at the University of Wisconsin.

About Aberdeen: Aberdeen Asset Management Inc is the wholly-owned U.S. subsidiary of Aberdeen Asset Management PLC, a global investment management group which is headquartered in Aberdeen, Scotland, and manages more than \$230 billion of assets for both institutions and private individuals (as of Dec. 31, 2009). Philadelphia is home to our U.S. equity and fixed income investment management teams, as well as our U.S. client servicing, consultant relations, business development and other operational staff: more than 180 employees in total. We manage and service over \$42 billion in total assets in North America on behalf of North America and international clients. The firm was recently ranked #3 out of 61 fund families based on its mutual funds' performance during 2009 in a Lipper/Barron's Fund Families Survey.

Aberdeen is also proud to be one of the supporters of the British Garden at Hanover Square, New York. This New York City park celebrates historic ties of friendship and unity between the U.S. and the UK. Aberdeen has a long standing association with university rowing competitions having sponsored the Oxford vs. Cambridge University Boat Race in the UK from 1999 – 2005.

The company also continues to support the Aberdeen University Boat Race in Aberdeen, Scotland in their annual event which takes place every February. Aberdeen Funds are distributed by Aberdeen Fund Distributors LLC, Member FINRA and SIPC. And now, Aberdeen Asset Management Inc. (“Aberdeen”), as of today, has been confirmed as the title sponsor of the prestigious Dad Vail Regatta.

For more information, visit: www.dadvail.org or www.aberdeen-asset.us

