

**YOUR
LIFE STRATEGY
IS UNIQUE.**

**NOW YOUR
INVESTMENTS CAN
BE AS WELL.**

**Welcome to a new way to invest —
where your goals lead the way.**

Where you live. What you do. Where you go. You've given special attention to the things that define your life. But that hasn't always been possible with your investments — especially when you're limited to inflexible, "off-the-shelf" choices that can't really get you to your specific goals. That's been the usual way. Until now.

Curian Custom Style Portfolios represent a new era in investing.

We think it's time that discerning investors had a better way to invest, with more choices and more control. That's the goal of Curian Custom Style Portfolios: separately managed accounts (SMAs) that offer broad diversification across asset classes and investment styles, without high management fees. More importantly, Curian Custom Style Portfolios bring an added level of sophistication to your investments, with preferred features such as:

- Portfolio customization
- Access to institutional money management
- Direct control of when you buy/sell specific holdings
- Savings through tax harvesting
- Transparency of fees, holdings and valuation

Curian Custom Style Portfolios give individual investors greater say and more tools to optimize results. So if you're ready to invest a new and better way that aligns with how you choose to live, you're ready to invest with a Curian Custom Style Portfolio.

***What exactly is a separately
managed account (SMA)?***

*A personalized, individually owned
investment portfolio. SMAs offer
diversification, control and ongoing
professional management.*



Transparency
& simplification

Access to
institutional
advice

**A NEW
ERA OF
INVESTING.**

Greater
control

Tax
advantages

Customized
diversification



**WHEN YOUR
INVESTMENT
STRATEGY NEEDS TO
CHANGE COURSE,
WE SAY, “WHERE TO?”**

1.
Set Objectives
& Risk Profile

The Curian Portfolio Customization Process

Times change. But most investments stay exactly the same.

When you buy shares of a traditional portfolio-style investment like a mutual fund, you're also buying into the strategy that's set by the portfolio manager. But what happens if your goals shift? Or market conditions change? You simply have no flexibility. If you're not happy with the investment's direction, your only option is to sell.

Curian gives investors the flexibility to set a strategy — and to modify it. As part of the Curian Portfolio Customization Process, you and your investment advisor will develop a personalized Investment Policy Statement (IPS). Together you'll consider personal factors such as your investment goals, time horizon, risk tolerance and liquidity needs. The resulting Investment Policy Statement serves as the one and only roadmap for customizing your portfolio and maximizing the value of Curian's diversification strategy. But it's a roadmap with flexibility.

Over time your life will change, and so will your investment needs. It could be the birth of a child, sale of a business or retirement. Or, it may simply be a shift in market conditions that has you rethinking your strategy. That's why your Investment Policy Statement is meant to be a flexible document. As times change, your financial advisor can review your IPS against your current goals. You can then make any necessary revisions to the statement — and adjust your portfolio holdings accordingly. Try doing that with an off-the-shelf investment.

2.
Allocate
Assets

3.
Create Personalized
Investment Plan

4.
Build and Implement
Model Portfolio

5.
Monitor/Adjust
Portfolio

6.
Communicate
and Rebalance

Nobody knows you better than you.
*That's why your Investment Policy Statement
reflects your goals and parameters —
not those of a portfolio manager.*

REBALANCE

IT'S YOUR MONEY.

SHOULDN'T YOU
DECIDE HOW TO
INVEST IT?

**Most investments take away control.
We give it back.**

Traditional investments like mutual funds are the only way that most investors can achieve broad diversification. But those off-the-shelf investments don't give you much say in how your money actually gets invested. That just doesn't seem right.

Curian Custom Style Portfolios let you customize your investment. We think you should be able to match your holdings to your individual preferences. For instance, if your portfolio includes a company or sector that conflicts with your values or investment goals, you can exclude it — and replace it with another holding of your choice. The same idea applies for securities that may duplicate what you already hold in another investment.

You can exclude an unlimited number of individual securities or 14 social sectors (such as alcohol, firearms, gambling, nuclear power and tobacco). We call that *customized diversification* — and you won't find it in typical investments.

Set your own implementation and rebalancing strategies. A Curian Custom Style Portfolio also gives you the control to decide when to implement a change in strategy and when to rebalance your portfolio allocation. Plus, since you own direct shares of the securities in your portfolio, you can control when to buy and sell specific holdings to effectively manage gains and losses.

Own actual shares — and actual control of when you sell them.

With a Curian Custom Style Portfolio, you own direct shares of your holdings.

With mutual funds you simply own shares of the fund, not the actual underlying securities.

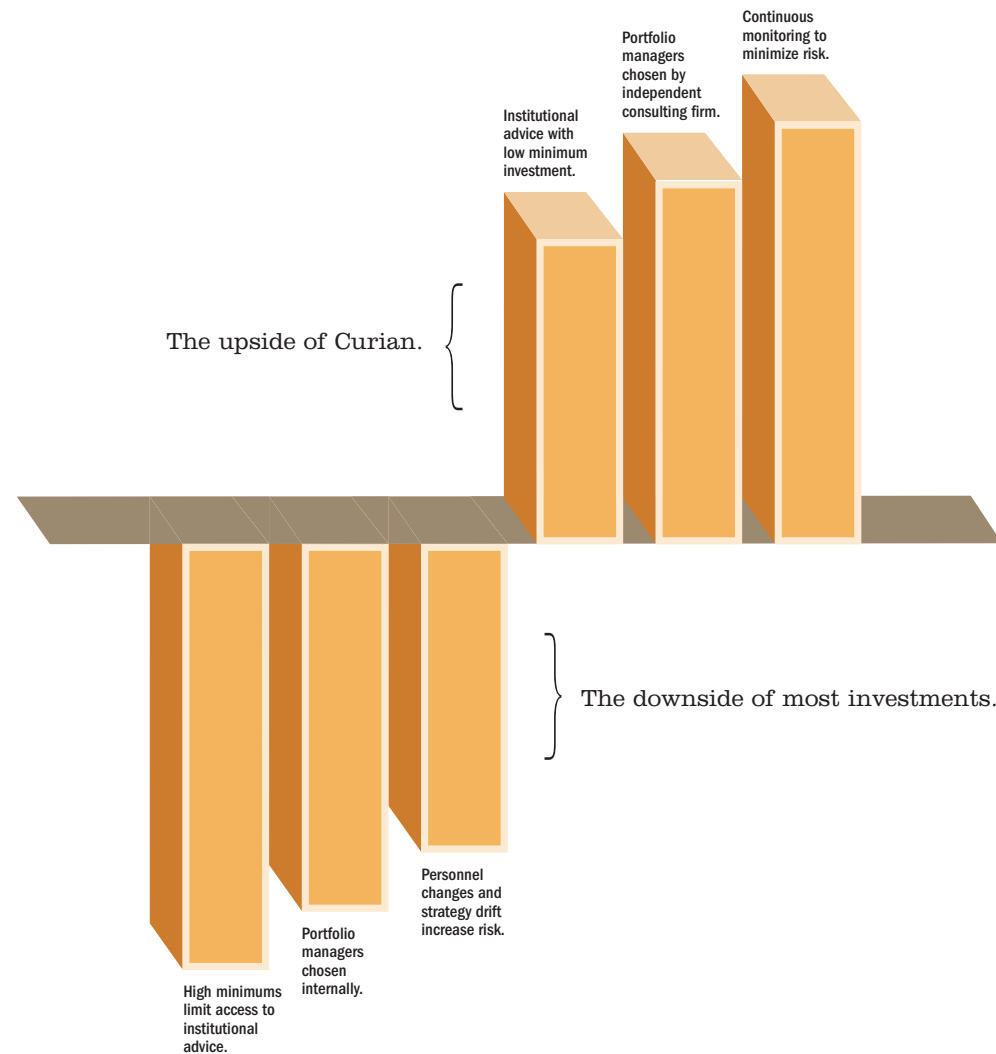
Choice means picking what you want. (And what you don't.)

Ten Largest Holdings — January 31, 2009		
Investment	Percent of Net Assets	
Software development Firm	4.2%	◀ PEEL
Midwestern Energy Provider	4.0%	◀ PEEL
Exchange-traded Fund	3.9%	◀ PEEL
Asian Steel Company	3.9%	◀ PEEL
U.S. Healthcare Provider	3.8%	◀ PEEL
Replace with investment that matches your values		◀ PEEL
International Reinsurance Company	3.0%	◀ PEEL
U.S.-based Global Reinsurance Company	2.9%	◀ PEEL
U.S. Pharmaceutical Company	2.9%	◀ PEEL
Media Conglomerate	2.8%	◀ PEEL
34.6%		



YOU CHOOSE TO LIVE ON YOUR TERMS. SO WHY INVEST ON SOMEONE ELSE'S?

The importance of institutional money management (or the lack of it).



We think the best advice is “get the best advice.”

Most investors can’t access the top-quality research, resources and information of institutional money managers. (Hence the term, “institutional.”) But Curian is about to change that.

Get institutional-quality management in an individual investment. Curian Custom Style Portfolios offer a superior level of management and advice — one that you could never find in investments like mutual funds.

Institutional money managers take a more comprehensive approach to constructing your investment portfolio. They start with specific investment objectives and use them as a guide for choosing which assets to own — and which professionals should manage them. Plus, unlike managers of mutual funds, institutional money managers don’t abandon those objectives for short-term gains when market conditions temporarily shift.

Access the resources of Rogerscasey — one of the world’s leading investment firms. Curian has also teamed with Rogerscasey, an independent consulting firm with a long track record advising corporations, pension funds and institutional investors. Now that knowledge and experience is available to you. Rogerscasey actively reviews dozens of performance criteria to make sure that your portfolio has best-in-class money managers and continues to meet its objectives.

WANT ACCESS TO INSTITUTIONAL MONEY MANAGERS?

NOW YOU CAN ACTUALLY GET IT.

Focusing on results

Curian gives investors access to Rogerscasey — an investment consulting firm known for delivering bottom line results for clients.

**TAXES ARE
A FACT OF LIFE.**

**PAYING EXTRA TAXES
SHOULDN'T BE.**

Feel like other investors pay fewer taxes than you do? They're probably investing with Curian.

It's no secret that every investor would like to pay fewer taxes. But Curian investors actually do. That's because they can take advantage of benefits that simply aren't available with typical mutual funds.

Curian brings you the benefits of tax harvesting.

Since you own the actual securities in a Curian Custom Style Portfolio (as opposed to owning shares of a mutual fund), you control how and when you sell them. That's a big difference. Direct ownership allows you to minimize tax implications by timing how and when you realize potential gains and losses. You can't do that with a mutual fund.

You can even customize your approach with Curian's 8 different tax harvesting strategies. Your financial advisor can guide you through every step and scenario. Best of all, there's no cost or extra paperwork.

Pay taxes only on gains you've actually realized.

Direct ownership has an additional advantage. Since you own the actual securities, your cost basis is established when you purchase the holding. So you only pay taxes on actual gains — unlike mutual funds that hold you responsible for embedded or unrealized gains.

\$4,688.

*That's how much the average Curian accountholder saved in 2008 with our Tax Harvesting Program.**

**Estimated, based on a 30% tax bracket.*

Implications of your tax strategy.

Without tax harvesting



▲ Yours

▲ Theirs

With tax harvesting



▲ Yours

▲ Theirs



**LIFE IS FILLED WITH SPECIAL MOMENTS.
LIKE DISCOVERING A BETTER WAY TO INVEST.**

How transparent are your investment accounts?

A 1
CU 2
RIAN 3
ACCOUNT 4

LETS YOU SEE ALL 5
YOUR INFO AND FEES ANY TIME, 6

UNLIKE OTHER INVESTMENTS WHERE THE PICTURE IS MUCH LESS CLEAR. 7

Get a fresh perspective on managing your investments.

YOUR INVESTMENT IDEAS ARE CLEAR.

At any given moment, how much do you know about your investments? Do you know what they're worth? The specific holdings in your accounts? What about the fees you're paying? We think you should have easy access to this information whenever you want it — all in one place.

WHY AREN'T YOUR INVESTMENTS?

Clearly see what you own, and what you're paying for it. Most investments send you account information just a few times a year. So you rarely have a complete view of your portfolio's details, especially when it comes to fees and expenses. Curian Custom Style Portfolios offer a clearer view of your entire account, any time, anywhere via the Web.

Performance information, transactions, holdings, fees — it's all there in one place. Plus, you can see actual changes during market hours, gain/loss information and even tax information. And you'll be able to share this information with any of your key advisors such as your attorney or CPA. Of course, you'll still receive periodic account information in the mail. The difference is now you'll find all the details — including your entire diversified portfolio — reported on a single, integrated statement. It's this kind of transparency that adds another level of comfort and control to the way you invest.

One account, one low fee
A Curian Custom Style Portfolio has one, clearly stated annual fee that's often lower than the fees charged by mutual funds.

IT'S A NEW ERA IN INVESTING. MAKE SURE YOU APPROACH IT THAT WAY.

You no longer have to rely on off-the-shelf investments that are designed for the average investor. Curian invites you to invest a better way — with unique benefits for investors like you. Expect more from your investments. Curian Custom Style Portfolios will deliver.

Yesterday, there were only mutual funds.

Today, there's a better way to invest.

	YESTERDAY'S INVESTOR	TODAY'S CURIAN INVESTOR
Customized diversification	NO	YES
Direct ownership of securities	NO	YES
Ability to exclude specific securities from a portfolio	NO	YES
Access to institutional money managers	NO	YES
Complete portfolio visibility at any time	NO	YES
Single management fee	NO	YES
Tax harvesting	NO	YES

To learn more about Curian Custom Style Portfolios,
contact your financial advisor or visit curian.com

