



Founders of
"America's First Money Fund"
Est. 1970

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FOR IMMEDIATE RELEASE

Current Financial Market Volatility Raises Demand for FDIC-Insured Money Market Accounts

Reserve Insured DepositsSM grows more than 23% in 12 days

NEW YORK—Legislative and industry changes in an unsettled market have created an ideal opportunity for financial advisors to gather assets by offering the competitive advantage of FDIC-insured cash management accounts.

Reserve Insured DepositsSM (patent pending) is an all-in-one account combining the security of up to \$200,000 in FDIC coverage with high money market interest and the flexibility of unlimited transactions. Additional features include a Reserve VISA Check Card with the choice of a 1% cash rebate or airline reward points.

"Thirty years after creating the world's first money market mutual fund and spawning a \$2 trillion industry, we are showing advisors the next generation of financial services," said Bruce Bent II, President of The Reserve Funds. "Reserve Insured Deposits is an ideal tool for the proactive advisor seeking to manage more of their clients' assets."

Reserve Insured DepositsSM accounts grew more than 23% in number between September 11 and September 23, 2001.

Reserve Insured DepositsSM offers the ability to combine an investor's checking, savings and money-market assets into one, secure FDIC-insured sweep account earning high money market rates on the entire balance. This can be a valuable tool for independent advisors to aggregate client assets, strengthen client relationships, build trust and to become intimately involved in a client's daily financial life. Brokers who differentiate themselves with insured money market accounts satisfy consumer demand for the security of FDIC insurance and gain a competitive advantage in competing for and managing assets.

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RESERVE INSURED DEPOSITS

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Reserve Insured DepositsSM is the first money market account to provide the security of federal deposit insurance, free, unlimited, no-minimum checking, worldwide ATM cash access and the choice of a 1% cash rebate or airline reward points earned on purchases made with a Reserve VISA Check Card. FDIC insurance is available to both retail and institutional investors, and an account can be opened with a minimum initial investment of \$2,000 with no subsequent minimum investment required.

Reserve Management Corp., an affiliate of The Reserve Funds, introduced Reserve Insured DepositsSM, the industry's first FDIC-insured money market account with unlimited transactions and yields comparable to a money market fund. And now Reserve enhances it with more FDIC coverage. Each Reserve Insured DepositsSM account (one per social security or tax I.D. number) may be insured up to \$200,000 by the FDIC.

Reserve invented "The World's First Money-Market Fund"SM in August 1970, bringing high interest money market mutual funds to the individual investor. Reserve offers 15 money funds with classes of shares for low minimum investments of \$1,000. As the first money market fund company, Reserve is recognized as an innovator and leader in short-term cash management. Reserve's innovation sparked an industry that now totals more than \$2 trillion invested in money funds.

The Reserve Funds has more than \$13 billion in assets under management, offering 15 money market funds, a family of 7 equity funds and several innovative cash management products and services. Today, Reserve serves more than one million individual accounts worldwide.

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For complete information about the Reserve Funds, including charges and expenses, call 800-637-1700 or visit our web site www.reservefunds.com for a prospectus. Read it carefully before you invest or send money.

This information is intended for informational purposes only, and not as an offer or solicitation to purchase shares in a Fund. An investment in a money-market fund is not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency. Although the funds seek preserve the value of your investment at \$1.00 per share, it is possible to lose money by investing in a money-market fund. Money market yields may vary. As to equity mutual funds, the investment return and principal value of an investment will fluctuate so that an investor's shares, when redeemed, may be worth more or less than the original cost. Reserve Insured DepositsSM is not a money fund. It is an FDIC insured money market account. Insurance on each Reserve Insured DepositsSM account will be limited to a combined total of \$100,000 for all deposits held in the same legal ownership category per bank, which includes a Reserve Insured DepositsSM account and any other balances held directly or through other intermediaries. Please read the Terms and Conditions carefully before investing.