

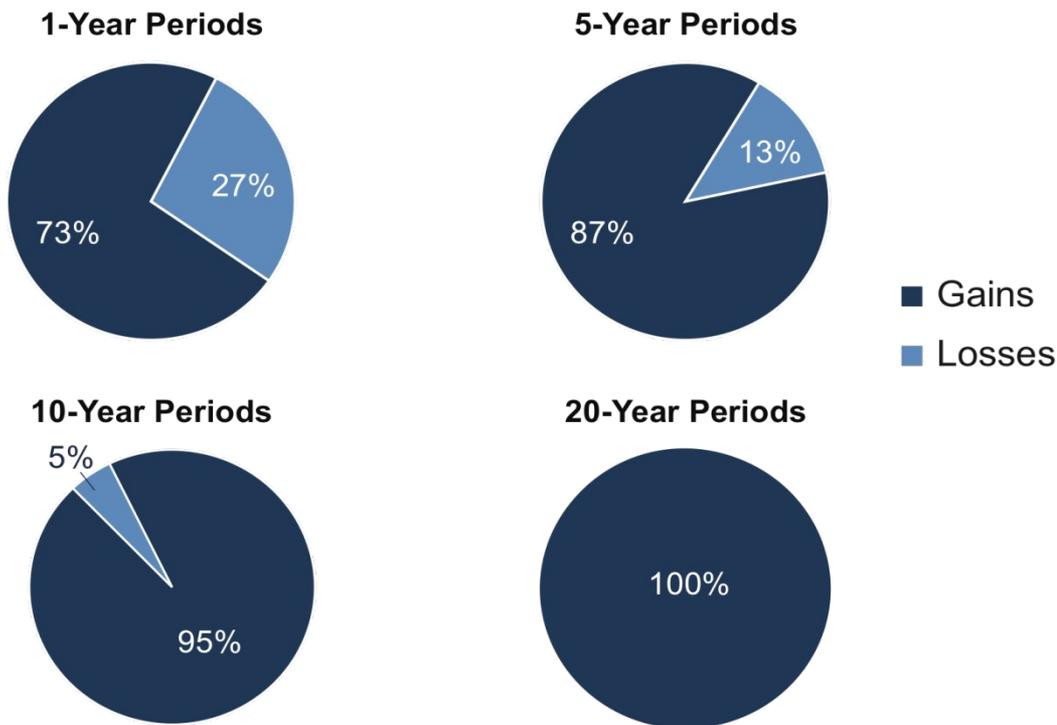
Lessons Learned: Staying Invested in the Stock Market

Many investors have learned that stock returns can swing dramatically over the short term. But if you're investing for the long term, you may want to look at the bigger picture. As these charts demonstrate, the risk of loss in the stock market, as represented by the S&P 500, has declined over longer time periods. For example, stocks have had negative returns in 27% of all one-year periods since 1926, but in only 5% of all 10-year periods.¹

If you're investing for goals that may be years or even decades away, longer-term investment performance may be more meaningful to your situation than the market's near-term ups and downs. When the market reacts to daily economic or world events, you may be best served by sticking to your carefully constructed investment strategy.

You may also want to ensure that your investment strategy includes holding a diversified mix of investments. Stocks, bonds, and other asset classes have historically performed differently over short- and long-term periods. By spreading your money among them, you may be able to reduce the risk that comes with "putting all of your eggs in one basket"

When stocks decline in value, remember that historically the longer stock investments have been held, the greater the likelihood of positive returns.



¹Source: S&P Capital IQ Financial Communications. Stocks are represented by the total returns of the S&P 500, an unmanaged index generally considered representative of the U.S. stock market. Individuals cannot invest directly in any index. Past performance does not guarantee future results. Performance is based on the period from January 1, 1926, through December 31, 2011. There is no guarantee that a diversified portfolio will enhance overall returns or outperform a non-diversified portfolio. Stock investing involves risk, including loss of principal. Diversification does not ensure against market risk. (CS000071)

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