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**MORTAR'S NEW CAMPAIGN FOR RYDEX INVESTMENTS  
WINS BEACON AWARD**

*Campaign Highlights Rydex's Visionary Approach to Portfolio Management*

San Francisco, Calif. (February 2, 2006) — A new campaign for Rydex Investments, created by San Francisco integrated marketing agency Mortar, is the winner of a prestigious Beacon Award from SourceMedia. Rydex is an investment industry leader recognized for its unconventional approach to portfolio management. The Beacon Awards is the only industry-wide program recognizing excellence in financial services advertising, marketing and promotion.

To view examples from this campaign, visit <http://www.mortaragency.com/rydex>

**About Mortar**

Mortar is a young, San Francisco-based brand communications agency dedicated to helping organizations make emotional connections with today's shell-shocked consumers. Mortar's unorthodox approach typically combines street-level research, integrated strategy, online and offline advertising, public relations, and immersive tactics that defy boundaries and amplify budgets. Details at: <http://www.mortaragency.com>