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Manning & Napier Launches "Evolutionary Fiduciary" Campaign

Campaign provides best practices for advisors as they adapt to the new regulatory environment

FAIRPORT, N.Y., Nov. 15, 2016 /PRNewswire/ -- **Manning & Napier, Inc. (NYSE: MN),** ("Manning & Napier" or "the Company") announces today it launched its "Evolutionary Fiduciary" campaign to help advisors evolve in response to the Department Of Labor's (DOL) new regulatory environment. The campaign highlights the changing fiduciary landscape and the key influencers impacting advisor best practices.

The comprehensive campaign includes a microsite with fiduciary resources and FAQs, and a form where site visitors can submit their specific questions. Manning & Napier's fiduciary experts will answer the questions most frequently asked by advisors, and update the microsite regularly as the April 2017 deadline nears.

"The DOL's Fiduciary Rule is causing significant disruption in the industry and it becomes critical for advisors to understand how to evolve in this new environment," said Shelby George, JD, CEBS, Senior Vice President of Advisor Services at Manning & Napier. "While advisors will look to their broker dealer for assistance with technical compliance, there are fewer resources available to help advisors refine their fiduciary practices under the new regulatory framework. We launched this campaign to help advisors go beyond understanding what is in the best interest of the average investor. We want to help advisors identify and meet the specific objectives of each unique client through changing environments."

To learn more about the key influencers impacting best practices and to access additional resources visit go.manning-napier.com/PRevolutionaryfiduciary.

About Manning & Napier, Inc.
Manning & Napier (NYSE: MN) provides a broad range of investment solutions as well as a variety of consultative services that complement our investment process. Founded in 1970, we offer equity, fixed income and alternative strategies, as well as a range of blended asset portfolios, such as life cycle funds. We serve a diversified client base of high-net-worth individuals and institutions, including 401(k) plans, pension plans, Taft-Hartley plans, endowments and foundations. For many of these clients, our relationship goes beyond investment management and includes customized solutions that address key issues and solve client-specific problems. We are headquartered in Fairport, NY .

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This press release and other statements that the Company may make may contain forward-looking statements within the meaning of section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, which reflect the Company's current views with respect to, among other things, its operations and financial performance. Words like "believes," "expects," "may," "estimates," "will," "should," "intends," "plans," or "anticipates" or the negative thereof or other variations thereon or comparable terminology, are used to identify forward-looking statements, although not all forward-looking statements contain these words. Although the Company believes that it is basing its expectations and beliefs on reasonable assumptions within the bounds of what it currently knows about its business and operations, there can be no assurance that its actual results will not differ materially from what the Company expects or believes. Some of the factors that could cause the Company's actual results to differ from its expectations or beliefs include, without limitation: changes in securities or financial markets or general economic conditions; a decline in the performance of the Company's products; client sales and redemption activity; changes of government policy or regulations; and other risks discussed from time to time in the Company's filings with the Securities and Exchange Commission.

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