## Lord Abbett Investor Website

Navigation Exploration

# hnw

1936 Broadway, 5<sup>th</sup> Floor, New York, NY 10010 Tel 212 258 9200 Fax 212 258 9200 www.hnw.com

The information contained in this document is confidential and proprietary and may not be shared with anyone outside HNW without prior permission. © 2010 HNW

### **Table of Content**

- 1 Cover Page
- 2 Table of Content
- 3 Current My Account and Mutual Funds
- 4 Current Retirement Planning and Education & Insights
- 5 Current About Us and Forms & Applications
- 6 Current Sitemap
- 7 Proposed My Account
- 8 Proposed Mutual Funds
- 9 Proposed Retirement Planning
- 10 Proposed Education and Insights
- 11 Proposed About Us
- 12 Proposed Forms & Applications
- 13 Proposed Site Map
- 14 Proposed Site Map 2

#### HNW TEAM

#### Heather McKim

SVP, Strategy & Interactive Direct 212.258.9241 hmckim@hnw.com

#### Pawel Tulin

Vice President, User Experience Direct 212.258.9277 ptulin@hnw.com@hnw.com

#### Irfan Fazlulla

VP, Associate Director, Project Management Direct 212.258.9250 ifazlulla@hnw.com

#### **DOCUMENT AUTHORS**

#### **Pawel Tulin**

Vice President, User Experience Direct 212.258.9277 ptulin@hnw.com@hnw.com

### Lord Abbett Investor Website Navigation Exploration

#### **HNW User Experience**

Published: May 10, 2012 Confidential material. No distribution without prior permission.

hnw

Page 2 of 14

nent

ion.

#### **Current - My Account and Mutual Funds**

**Primary Navigation** 

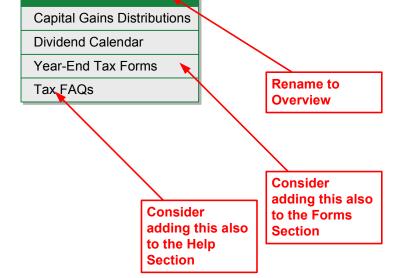
My Account Mutual Funds Retirement Planning	Education & Insights About Us	Forms & Applications
---	-------------------------------	----------------------

My Account

My Account	Mu	utual Funds	Re	tirement Planning	Edu	cation & Insights	A	About Us	Forms & Application
Personal Accounts	Company	y Retirement	Accounts	Personal Information	ו				
My Account	Μι	utual Funds	Re	tirement Planning	Edu	cation & Insights	А	bout Us	Forms & Application
Personal Accounts	Company	y Retirement	Accounts	Personal Information					
& Pe cons Over	rformance ider renam view for co	onsistency							
My Account	Mute	ual Funds	Reti	rement Planning	Educa	tion & Insights	Ab	out Us	Forms & Applications
Mutual Funds Sur	mary 🕨	Investing C	Choices 🕨	Tax Center	•	Proxy Voting			
My Account	Mute	ual Funds	Reti	rement Planning	Educa	tion & Insights	Ab	out Us	Forms & Applications
Mutual Funds Sur	nmary 🔻	Investing C	Choices 🕨	Tax Center		Proxy Voting			
Balanced Strategy F Capital Structure Fun Developing Local Mar Affiliated Fund (LAFF Floating Rate Fund (L International Core Eq	d (LAMAX) rkets Fund ( X) FRAX)	(LDMAX)	List of Mutual Funds	Previously Investme Including Price and					

My Account	Mutual Funds	Retireme	ent Planning	Educ	cation & Insights	Ab	out Us	Forms & Applications
Mutual Funds Summ	ary 🕨 Investing (	Choices 🚽	Tax Center	•	Proxy Voting			
	Overview						-	
	Domestic Equ	ity Investing						
	Taxable Fixed	-Income Investir	Ig					
	Tax-Free Inve	sting						
	International In	nvesting						
	Short-term Inv	resting						
	Asset Allocatio	on Investing						

My Account	Mutual Funds		Reti	Retirement Planning		Education & Insights		out Us	Forms & Applications
Mutual Funds Sum	Iutual Funds Summary ► Investing Cho		oices 🕨	Tax Center	-	Proxy Voting			
				Tax Center Overviev	v 🔔				



My Account	Mu	tual Funds	Retir	ement Planning	Educ	ation & Insights	Abo	out Us	Forms & Applications
Mutual Funds Sum	mary 🕨	Investing Che	oices ▶	Tax Center	►	Proxy Voting			

Lord Abbett Investor Website | Navigation Exploration | Current - My Account and Mutual Funds Published: December 2, 2008 | Confidential material. No distribution without prior permission.

Page 3 of 14

#### **Current - Retirement Planning and Education & Insights**

#### **Retirement Planning**

My Accour	nt	Mutu	al Funds	Retirem	ent Planning	Education &	Insights	About Us	Forms & Applications
Overview	Overview Solutions   Tools & Reso		sources 🕨	Retirement P	Perspectives				

My Account		Mutu	Mutual Funds		Retirement Planning		Education & Insights		Forms & Applications
Overview	Overview Solutions > Tools & Re		Tools & Res	sources 🕨	Retirement P	Perspectives			

Μу Αссοι			Funds	Retirement Planning		Education &	& Insights	About Us	Forms & Applications
Overview			Resources 🕨	esources  Retirement		Perspectives			
	Overview					_			
	Traditional IRA		Retirement Eligibility		Consider				
	Roth IRA	A	►	Retirement Co	ntributions	eliminating			
	Rollover	IRA	•	Retirement Dis	tributions	4 <sup>th</sup> level			
	Coverde	II ESA	•						
	SIMPLE	IRA	•						
	SEP		•						

My Account Mutua		al Funds	Retirem	ent Planning	Education 8	& Insights	About Us	Forms & Applications	
Overview Solutions >		Tools & Resources 👻 Retire		Retirement	Perspectives				
			Retirement C	alculators					
			Roth Conversion Resource Center						
	Glossa		Glossary						
	IRA FAQs								

My Accour	My Account N		al Funds	Retirem	ent Planning	Education & Insights		About Us	Forms & Applications
Overview	So	lutions <b>&gt;</b>	Tools & Re	sources 🕨	Retirement F	Perspectives			

#### **Education and Insights**

My Account	Mutual Funds	Retirement Planning	Edu	cation & Insights	About Us	Forms & Applications
Overview	Investment Planning	Insights & Perspect	ves 🕨			

My Account	Mutual Funds	Retirement Planning	Education & Insights	About Us	Forms & Applications
Overview	Investment Planning	Insights & Perspect	ves 🕨		

My Account	Mutual Funds	Retirement Planning	Edu	cation & Insights	About Us	Forms & Applications
Overview	Investment Planning	Insights & Perspecti	ves 🕨			
	Overview					
	Fundamentals of Investing					
	About Mutual Funds					

Calculators

Glossary

My Account	Mutual Funds	Retirement Planning	Education & Insights	About Us	Forms & Applications
Overview	Investment Planning	Insights & Perspecti	ves 🔻		
		Overview			
		Economic Insights			
		Investment Perspectives			
		Retirement Perspectives			
		Market View			
		Audio Library			
		Video Library			
		Archive			

Lord Abbett Investor Website | Navigation Exploration | Current - Retirement Planning and Education & Insights Published: December 2, 2008 | Confidential material. No distribution without prior permission.

Page 4 of 14

#### **Current - About Us and Forms & Applications**

About Us

My Account Mutual Funds Retirement Plannin	g Education & Insights	About Us	Forms & Applications
--	------------------------	----------	----------------------

My Account         Mutual Funds         Retirement Planning         Education & Insights         About Us	Forms & Applications
---	----------------------

My Account Mutua		Mutual Funds		Retirement Planning		Education & Insights		About Us		Forms & Applications	
Our Story	Our	Leadership Team	Μ	edia Relations	In the C	ommunity	Career Opp	ortunities	Cli	ent Service Center	

My Accou	My Account Mutual Funds		Retirement Planning		Education & Insights		About Us		Forms & Applications	
Our Story	Our	Leadership Team	Media Relations	In the C	Community	Career Opp	ortunities	Cli	ent Service Center	

Му Асс	My Account Mutual Funds		Retirement PI	Retirement Planning		Education & Insights		ls	Forms & Applicatio	ns
Our Story	Ou	r Leadership Team	Media Relations	In the C	ommunity	Career Opp	ortunities	Cli	ent Service Center	

My A	My Account Mutual Funds			Retirement Planning		Education & Insights		About Us		Forms & Applications		
Our Sto	ory	Our	Leadership Team	Μ	edia Relations	In the C	ommunity	Career Opp	ortunities	Cli	ent Service Center	

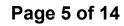
My Accour	nt	Mutual Funds		Retirement Pla	anning	Educatio	n & Insights	About U	S	Forms & Applicatio	ns
Our Story	Our	Leadership Team	М	edia Relations	In the C	ommunity	Career Opp	ortunities	Cli	ent Service Center	

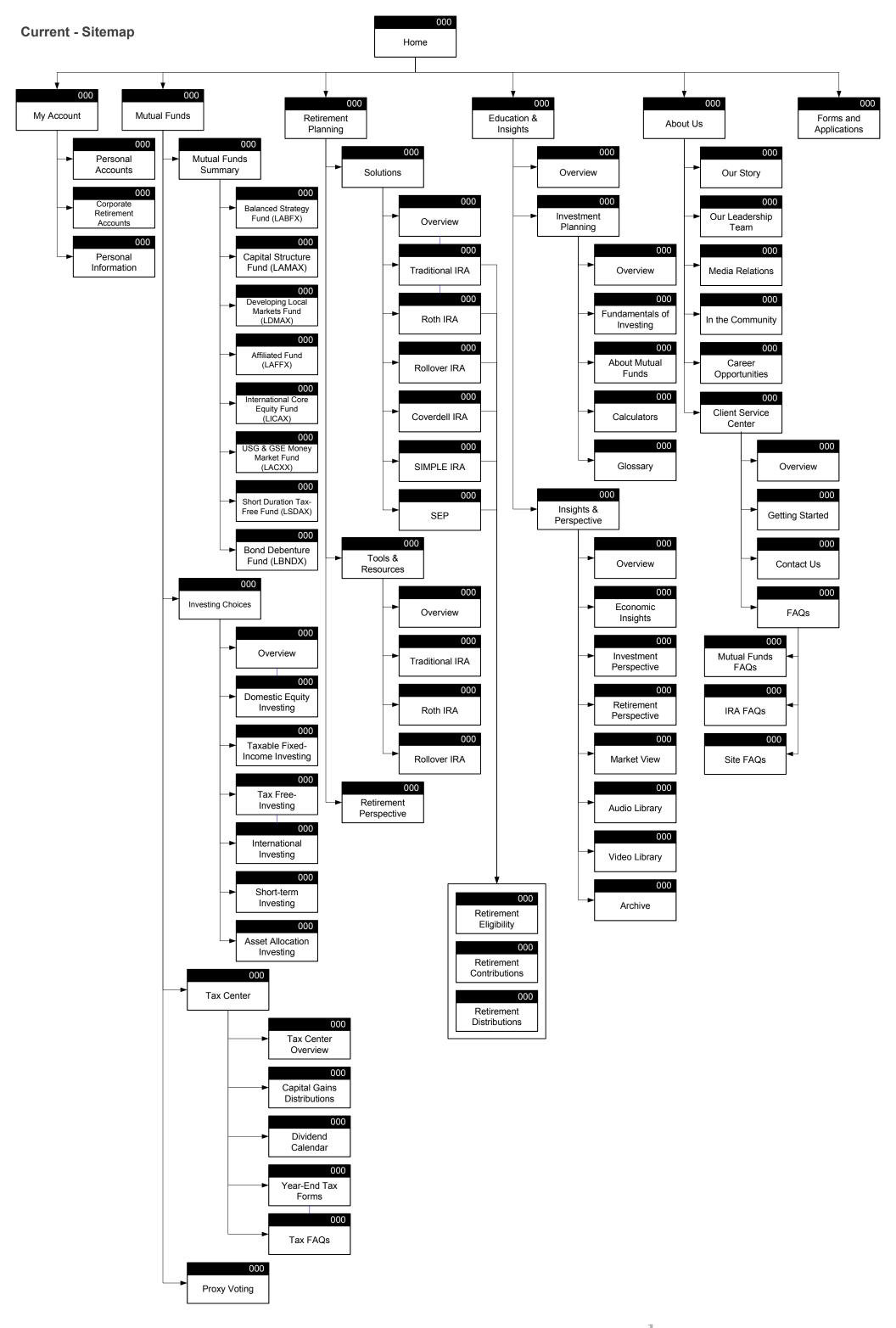
Му Ассои	nt	Mutual Funds	Retirement	Planning	Educa	ation	& Insights	About	About Us Forms & Applicat	
Our Story Our Leadership Team		Media Relations	Media Relations In the Com			unity Career Opportunities		Client Service Center -		
									Overv	iew
									Getting	g Started
					Г		-		Contac	ct Us
				Cor	nsider	M	utual Fund FAQ	s	FAQs	•
				elin	ninating	IR	A FAQs			
				<b>4</b> <sup>11</sup>	level	Si	te FAQs			

#### Forms & Applications

	My Account	Mutual Funds	Retirement Planning	Education & Insights	About Us	Forms & Applications
--	------------	--------------	---------------------	----------------------	----------	----------------------

Lord Abbett Investor Website | Navigation Exploration | Current - About Us and Forms & Applications Published: December 2, 2008 | Confidential material. No distribution without prior permission.





#### Lord Abbett Investor Website | Navigation Exploration | Current - Sitemap Published: December 2, 2008 | Confidential material. No distribution without prior permission.

Page 6 of 14

A		209.11	
LORD ABBETT 🕄	FOR INDIVIDUAL INVESTORS	Enter Keyword	SEARCH

My Accou	Mutual Funds	Retirement Planning	Education & Insights	About Us	Forms & Applications
----------	--------------	---------------------	----------------------	----------	----------------------

My Account

My Account	My Account Mutual Funds		tirement Planning	Education & Insights	About Us	Forms & Applications
Personal Accounts	Company Retirement Acco	ounts	Personal Information			

My Account	Mutual Funds R	etirement Planning	Education & Insights	About Us	Forms & Applications
Personal Accounts	<b>Company Retirement Accounts</b>	Personal Information			

Lord Abbett Investor Website | Navigation Exploration | Proposed - My Account Published: December 2, 2008 | Confidential material. No distribution without prior permission.

Page 7 of 14

a

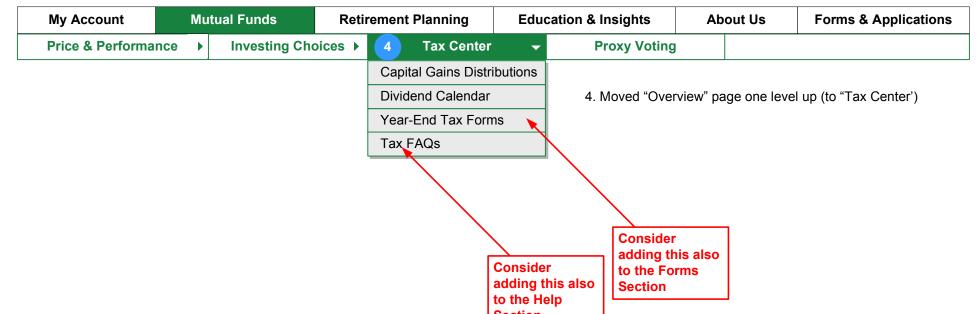
LORD ABBETT .	FOR INDIVIDUAL INVESTORS	Enter Keyword	SEARCH

My Account	Mutual Funds	Retirement Planning	Education & Insights	About Us	Forms & Applications
------------	--------------	---------------------	----------------------	----------	----------------------

#### **Mutual Funds**

My Account	Mutual Fu	unds Retir	ement Planning	Education & Insights			out Us	Forms & Applications	
Price & Performance	▶ Inv	esting Choices <b>&gt;</b>	Tax Center	•	Proxy Voting				
My Account	Mutual Fu	unds Retir	ement Planning	Educ	ation & Insights	At	oout Us	Forms & Applications	
2 Price & Performance	✓ Inv	esting Choices <b>▶</b>	Tax Center		Proxy Voting				
Balanced Strategy Fund	(LABFX)								
Capital Structure Fund (LA	MAX)		dd page and content f						
Developing Local Markets	Fund (LDM	AX) 2. C	2. Change the name "Mutual Funds Summary" to "Price and Performance"						
Affiliated Fund (LAFFX)									
Floating Rate Fund (LFRA)	X)								
International Core Equity F	und (LICAX	()							
USG & GSE Money Marke	t Fund (LAC	XXX)							
Short Duration Tax-Free Fu	und (LSDAX	()							
Bond Debenture Fund (LB	NDX)								

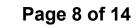
My Account	Mutual Funds	al Funds Retirement F		Planning Education		Ab	out Us	Forms & Applications
Price & Performance	3 Investing Ch	oices 🚽	Tax Center	•	Proxy Voting			
	Domestic Equity	Investing						
	Taxable Fixed-In	Taxable Fixed-Income Investing		"Overview	" page one level up	(to "Inve	esting Choic	ces')
	Tax-Free Investi	ng						
	International Inve	esting						
	Short-term Inves	ting						
	Asset Allocation	Investing						





My Account Mutual Funds		itual Funds	Retirement Planning		Educa	ation & Insights	About Us		Forms & Applications	
Price & Performa	nce 🕨	Investing Ch	oices 🕨	Tax Center	►	Proxy Voting	l			

Lord Abbett Investor Website | Navigation Exploration | Proposed - Mutual Funds Published: December 2, 2008 | Confidential material. No distribution without prior permission.



4					Login I i	
LORD ABBETT' 🛣.	FOR	NDIVIDUAL INV	ESTORS	Enter Keywor	ď	SEARCH

	My Account	Mutual Funds	Retirement Planning	Education & Insights	About Us	Forms & Applications	
--	------------	--------------	---------------------	----------------------	----------	----------------------	--

**Retirement Planning** 

My Accour	nt	Mutual Funds		Retirement Planning		Education & Insights		About Us	Forms & Applications
Overview	So	lutions 🕨	Tools & Re	sources 🕨	Retirement P	Perspectives			

My Account	Mutual Funds	1 Retirement Planning	Education & Insights	About Us	Forms & Applications	
Solutions	Tools & Resources ►	<b>Retirement Perspectives</b>				

1. Moved. "Overview" page one level up (to "Retirement Planning')

My Account	Mutual Funds		Retirement Planning	Education & Insights	About Us	Forms & Applications			
2 Solutions 👻	Tools & I	Resources >	<b>Retirement Perspectives</b>						
Traditional IRA		2 Moved "C	)verview" nage one level un (to "S	Solutions')					
Roth IRA		3. Moved 4 <sup>th</sup>	. Moved. "Overview" page one level up (to "Solutions') . Moved 4 <sup>th</sup> level (Eligibility, Contributions and Distributions) inside pages (tabs)						
Rollover IRA									
Coverdell ESA									
SIMPLE IRA									
SEP									

Retirement Perspectives		
s		
irce Center		

My Account	Mutual Funds	Retirement Planning	Education & Insights	About Us	Forms & Applications
Solutions	Tools & Resources 🕨	Retirement Perspectives			

Lord Abbett Investor Website | Navigation Exploration | Proposed - Retirement Planning Published: December 2, 2008 | Confidential material. No distribution without prior permission.

Page 9 of 14

A					
LORD ABBETT 🗹.	FOR I	NDIVIDUAL INV	ESTORS	Enter Keywor	rd SEARCH

	My Account	Mutual Funds	Retirement Planning	Education & Insights	About Us	Forms & Applications	
--	------------	--------------	---------------------	----------------------	----------	----------------------	--

**Education and Insights** 

My Account	N	lutual Funds	Retireme	nt Planning	1	Education & Insights	About Us	Forms & Applications
Investment Planning  Insights & Pers		spectives 🕨						

1. Moved. "Overview" page one level up (to "Education & Insights")

My Account	My Account Mutual Funds		Retireme	Retirement Planning Education		About Us	Forms & Applications	
2 Investment Planning 👻		Insights & Pers	spectives 🕨					
Fundamentals of Investing		2. Moved. "Over	2. Moved. "Overview" page one level up (to "Investment Planning")					
About Mutual Funds				• •	0,			
Calculators								
Glossary		]						

My Account	Mutual Funds	Retirement Planning	Education & Insights	About Us	Forms & Applications			
Investment Planning > 3 Insights & Perspectives -					•			
Economic Insights		3. Move	3. Moved. "Overview" page one level up (to "Insights and Perspectives")					
Investment Perspectives					. ,			
	Retirement Perspectives							
	Market View							
	Audio Library							
	Video Library							
Archive								

Lord Abbett Investor Website | Navigation Exploration | Proposed - Education and Insights Published: December 2, 2008 | Confidential material. No distribution without prior permission.

Page 10 of 14

A

LORD ABBETT	FOR INDIVIDUAL INVESTORS	Enter Keyword	SEARCH

My Account	Mutual Funds	Retirement Planning	Education & Insights	About Us	Forms & Applications	
------------	--------------	---------------------	----------------------	----------	----------------------	--

About Us

	My Account	Mutual Funds	Retirement Planning	Education & Insights	About Us	Forms & Applications	
--	------------	--------------	---------------------	----------------------	----------	----------------------	--

My Account Mutual Funds		Retirement Planning	Education & Insights	1	About Us	For	ms & Applications	
Our Leadership Tea	m	Media Relations	In the Community	Career Opportunities	C	lient Service Cen	nter	

1. Moved "Our Story" page one level up (to "About Us")

My Account	Mutual Funds	Retirement Planning	Education & Insights	About Us	Forms & Applications
Our Leadership Tea	m Media Relations	In the Community	Career Opportunities	Client Service Cer	iter

My	Account		Mutual Funds	<b>Retirement Planning</b>	Education & Insights	About Us	For	ms & Applications
Our Le	eadership Tea	m	Media Relations	In the Community	Career Opportunities	Client Service Cer	iter	

My Account		Mutual Funds	Retirement Planning	Education & Insights	About Us	Forms & Applications
Our Leadership Te	am	Media Relations	In the Community	Career Opportunities	Client Service Cer	iter

My Account	Mutual Funds	Retirement Planning	Education & Insights	About Us	Forms & Applications
Our Leadership Tear	m Media Relations	In the Community	Career Opportunities	Client Service Cen	iter

My Account	Mutual Funds	Retirement Planning	Education & Insights	About Us	Forms & Applications
Our Leadership Tea	m Media Relations	In the Community	Career Opportunities 2	Client Service Cen	iter 👻
				Getting Started	
			1	Contact Us	
			3	FAQs	

2. Moved "Overview" page one level up (to Client Service Center)

3. Moved 4<sup>th</sup> level (Mutual Fund FAQs, IRA FAQs and Site FAQs) inside pages (tabs)

Lord Abbett Investor Website | Navigation Exploration | Proposed - About Us Published: December 2, 2008 | Confidential material. No distribution without prior permission.



A		20	
LORD ABBETT 2.	FOR INDIVIDUAL INVESTORS	Enter Keyword	SEARCH

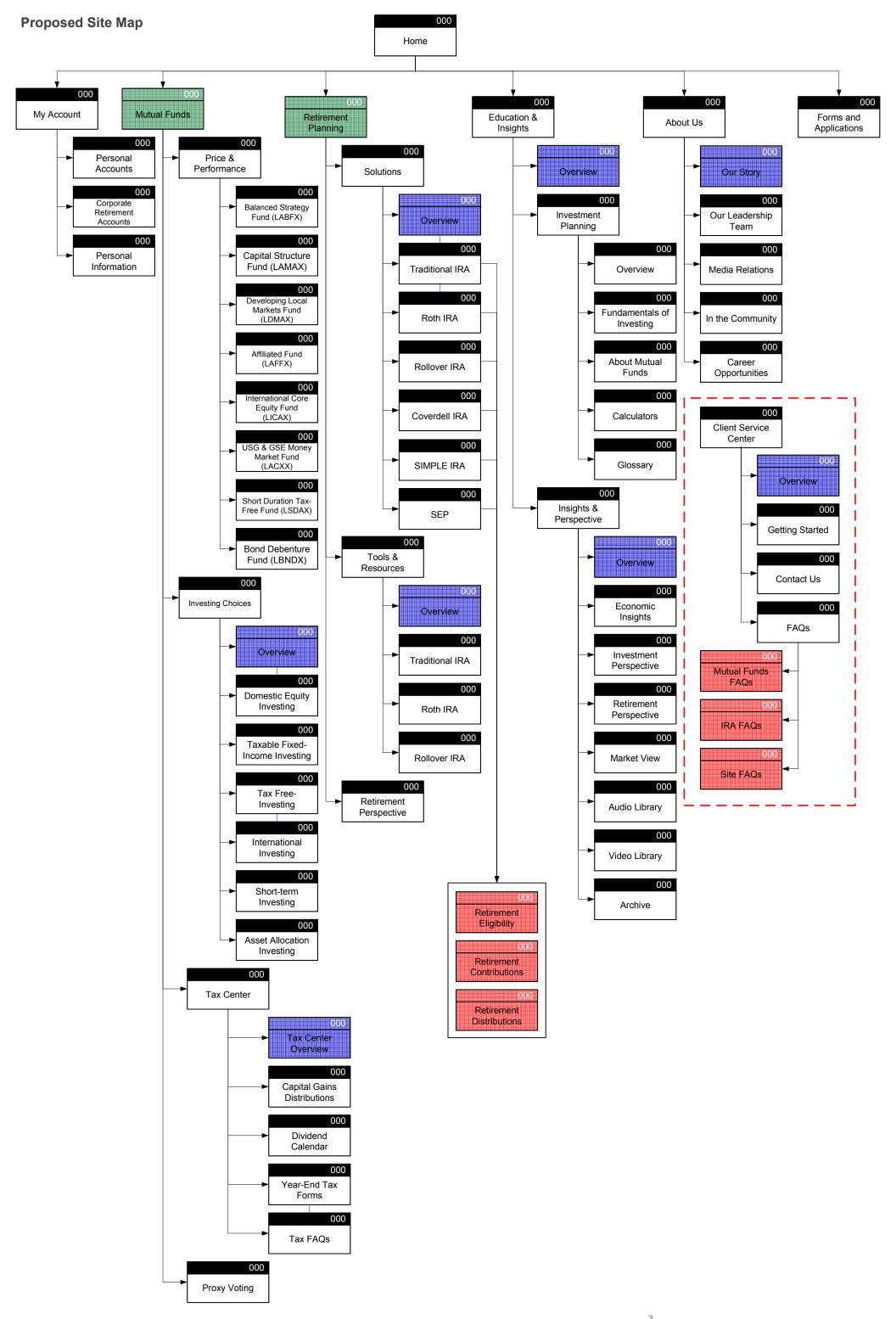
ccount Mutual Funds Retirement Planning	Education & Insights	About Us	Forms & Applications
---	----------------------	----------	----------------------

Forms & Applications

My AccountMutual FundsRetirement PlanningEducation & InsightsAbout UsForms & Applications	My Account	Mutual Funds	j	Education & Insights	About Us	Forms & Applications
---	------------	--------------	---	----------------------	----------	----------------------

Lord Abbett Investor Website | Navigation Exploration | Proposed - Forms & Applications Published: December 2, 2008 | Confidential material. No distribution without prior permission.

Page 12 of 14

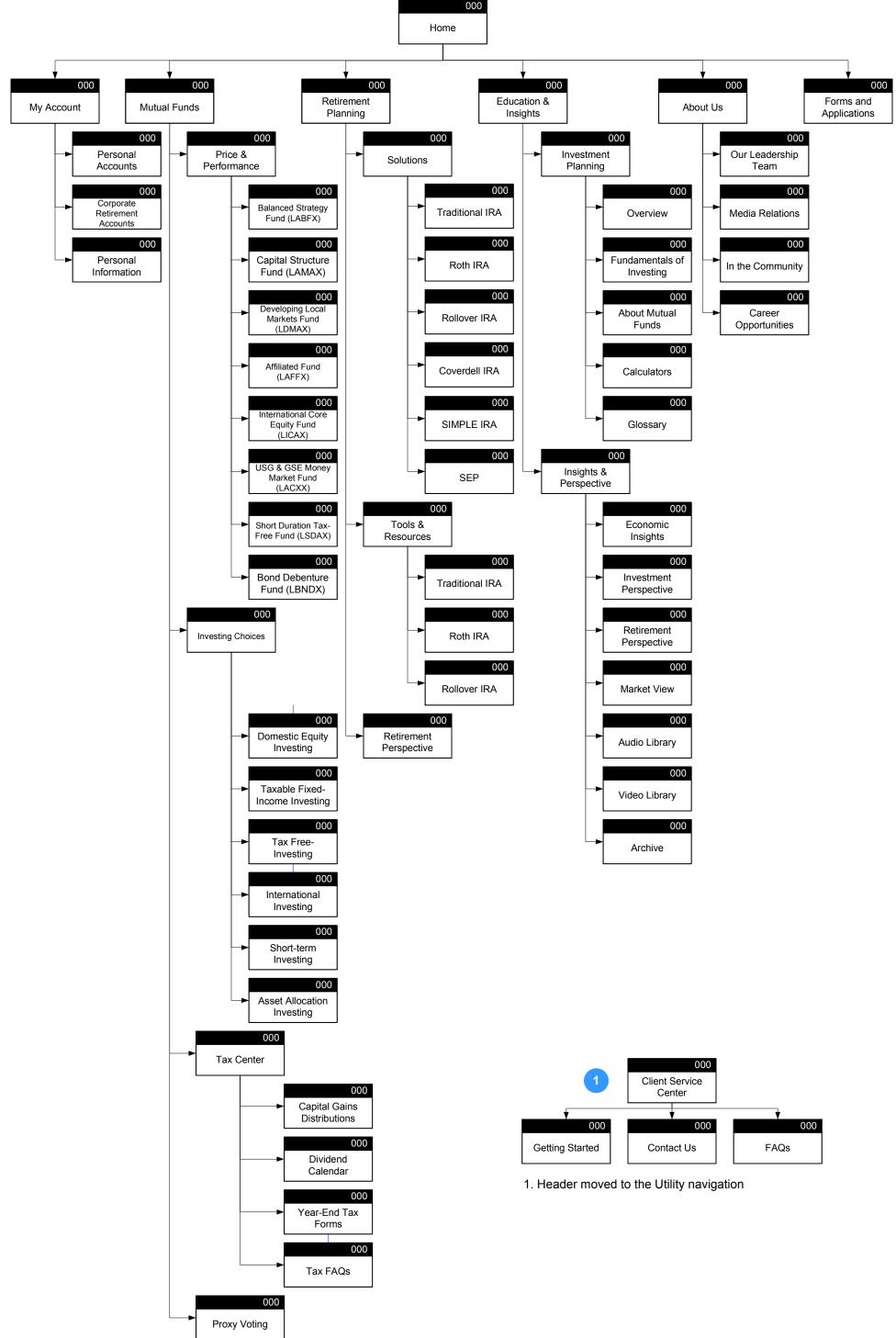


Lord Abbett Investor Website | Navigation Exploration | Proposed Site Map

Published: December 2, 2008 | Confidential material. No distribution without prior permission.

Page 13 of 14

**Proposed Site Map 2** 



hnw

#### Lord Abbett Investor Website | Navigation Exploration | Proposed Site Map 2

Published: December 2, 2008 | Confidential material. No distribution without prior permission.

Page 14 of 14