

NEWKIRK FUND CENTRAL

Fact Sheet

Description

Newkirk Fund Central provides online investment information to retirement plan participants. *Newkirk Fund Central* has three components:

- **Prospectus viewing** — Through *EDGAR-View*®, *Newkirk Fund Central* brings participants directly into the SEC's EDGAR site to view prospectuses, amendments, and annual and semiannual reports.
- **Monthly fund performance information** — 1-month, 3-month, 1-year, 5-year, and 10-year performance information is available for over 21,000 mutual funds within 7 business days of the end of the month.
- **Fund data sheets** — Newkirk's standard fund data sheet, updated quarterly, is available for over 21,000 mutual funds. Data sheets include fund objective, performance information, style box, holdings/diversification, and management information.

Participant access to the *Newkirk Fund Central* components is available through a retirement services provider's website (syndication option) or through a generic Newkirk website (standard option).



Features

- Prospectuses (as well as amendments and annual reports) are accessed from the SEC's EDGAR site and are always current.
- Performance and fund data sheets available for more than 21,000 mutual funds.
- Syndication option permits providers to easily incorporate information within their own participant websites.
- Investment information can be accessed for all funds in a plan or individually by fund.
- Quickly and easily implemented. Minimal technical expertise is required.
- Constituent services — fund performance, prospectus-viewing, fund data sheets — can be unbundled.
- Able to accommodate custom funds.

Benefits

- Helps satisfy SEC mutual fund advertising and other regulatory requirements.
- Enables small and mid-sized providers to make valuable content available to plan participants — and to meet competitive pressures from larger providers.
- Inexpensive — Three valuable information components for less than the cost of any one of the individual components if purchased elsewhere.

Learn More

For more information please contact us by phone at **800-525-4237** or by e-mail at info@newkirk.com.

Visit us online at www.newkirk.com.

Newkirk Fund Central. A NewkirkOne Service.



Click on the "F" icon to review over 21,000 mutual funds!

Dreyfus Appreciation Fund

Manager: Category
Large Blend

3-Year Risk Rating	Low	3-Year Performance Rating			
	AA	Above Average			
The Fund seeks long-term capital growth consistent with the preservation of capital. Its secondary goal is current income. The Fund invests primarily in common stock, focusing on "blue chip" large-cap companies including multinational companies.					
Characteristics					
Asset Class	Stock - Domestic	Largest Holdings (02/28/2010)			
Yield	0.94%	Philip Morris International 8.47%			
Fund Inception	01/31/1984	Dow Chemical 5.13%			
Share Class Inception	01/31/1984	Procter & Gamble 5.02%			
Fund Manager	Roger Serafini	Coca-Cola 4.89%			
Management Style	-	Intel 4.66%			
Turnover (%)	0.9%	Johnson & Johnson 3.95%			
Total Assets (\$ mil.)	188.70	Chevron 3.35%			
Avg. Market Cap (\$ mil.)	10302.20	ExxonMobil 3.20%			
No. of Securities	54	Occidental Petroleum 2.74%			
Fund investments change daily and may differ.					
Asset Allocation (02/28/2010)					
Domestic Stock 82.39% Foreign Stock 16.81% Cash 0.81%					
Risk/Return Metrics					
Gross Expense Ratio (12/31/2009)	1.05%	Standard Deviation 17.73			
Net Expense Ratio	1.05%	Beta 0.95			
Management Fee	NA	R-squared 0.47			
12b-1 Fee	NA	Sharpe Ratio 0.18			
Other Expenses	NA				
Redemption Fee	NA				
Standard Deviation is a measure of the volatility of an investment's returns. The greater the standard deviation, the larger the differences between the actual return and its actual return.					
Beta measures a fund's volatility relative to its market. A positive beta indicates movement in the same direction of the market. A negative beta indicates movement inverse to the market.					
R-squared is a measure of how closely a fund's performance compares to the overall performance of its market and, thus, may be explained by the market's performance.					
Sharpe Ratio measures reward per unit of risk. The higher the Sharpe Ratio, the better the fund's historical risk-adjusted performance.					
Performance as of NAV (02/28/2010)					
Total Return Annualized Total Return					
3-Month	1-Year	3-Year			
Fund	4.36%	-2.73%	5.97%	0.46%	
Benchmark*	4.71%	-0.78%	-3.08%	1.69%	-1.76%
<small>*The Morningstar Large Cap Index is an unmanaged index of U.S. large-cap stocks. You cannot invest in an index.</small>					
<small>Performance quoted represents past performance and cannot guarantee future results. Current performance may be lower or higher than the performance shown. Performance is shown net of fees and expenses and before taxes. Returns may be lower or higher than original purchase price. Performance includes the reinvestment of dividends and capital gains. Investors may obtain performance current to the most recent month end at dreyfus.com.</small>					
<small>Fees and total assets are maximum fees. Some fees may not be charged to plan participants. The management fee is the cost of the day-to-day operations and management of the fund. The 12b-1 fee covers the cost of distribution and shares to investors, including advertising and sales costs. The sales charge (front end) is an up-front deduction from an investment made in the fund. The deferred sales charge is imposed when investors redeem shares. The redemption fee is charged when shares are sold before the minimum holding period for those shares has passed.</small>					
<small>This material is intended for informational purposes only. It is not a recommendation or offer to buy or sell any security. It does not purport to provide complete information about the fund's investment objectives, risks, fees, and expenses. A prospectus may be obtained at dreyfus.com. Investors should consider this information carefully before investing.</small>					
<small>This information was prepared by Newkirk Products, Inc. and is intended for distribution to reference plans only. Copyright 2010 Morningstar, Inc. and Newkirk Products, Inc. All Rights Reserved. The information contained herein ("I") is proprietary to Morningstar and its content providers or to Newkirk, ("N") and/or its content providers. I and N are not affiliated with each other. I and N are not responsible for any damages or losses arising from any use of this information. Past performance is no guarantee of future results.</small>					
<small>NOT FDIC INSURED - MAY LOSE VALUE - NO BANK GUARANTEE</small>					



Click on the "P" icon to access current prospectuses from the SEC's EDGAR site.

PAST PERFORMANCE

The following bar chart and table provide some indication of the risks of investing in the fund. The bar chart shows changes in the performance of the fund's total returns year-by-year. The table compares the annual total returns of the fund's shares to those of a broad measure of market performance. The fund's past performance (before and after taxes) is no guarantee of future results. Sales charges, if any, are not reflected in the bar chart, and if those charges were included, returns would have been less than those shown. More recent performance information may be available at www.dreyfus.com.

After-tax returns are calculated using the historical highest individual federal marginal tax rates, and do not reflect the impact of state and local taxes. Actual after-tax returns depend on the investor's tax situation and may differ from those shown. The after-tax returns shown are not relevant to investors who hold their shares through tax-deferred arrangements such as 401(k) plans or individual retirement accounts.

Year-by-year total returns as of 12/31 each year (%)

Year	Return (%)
00	1.80
01	-10.75
02	-17.14
03	20.39
04	5.57
05	4.34
06	16.26
07	6.54
08	-32.37
09	21.01

Best Quarter: (Q3 2009): 13.35% Worst Quarter (Q4 2008): -18.82%

Average annual total returns as of 12/31/09