



California General Revenue Bonds

Rice Financial Products Company is pleased to be a co-managing underwriter for The Regents of the University of California on its upcoming issuance of General Revenue Bonds*. Below are details regarding this bond issue and how you can take part—enjoying secure income while investing in the State's future.

Bond Issue Overview

The Regents of the University of California
General Revenue Bonds, 2010 Series U

When Can I Purchase These Bonds?

Tuesday, June 1, 2010
6:00 a.m. (PDT) through 11:00 a.m. (PDT)

How Do I Purchase These Bonds?

Existing Customers

Please contact Howard Mackey, Manager of Sales and Trading, or Miguel Cepeda, Operations Manager, at 888-740-RICE or 201-610-0370 on or before May 28, 2010.

New Customers

Call Howard Mackey or Miguel Cepeda at 888-740-RICE or 201-610-0370 on or before May 28, 2010, and have the following information available:

- Social Security number
- Driver's license number
- Daytime and evening phone numbers
- Residential and mailing addresses
- Employer's name and address
- Bank account information

Where Can I Get More Information?

If you desire a Preliminary Official Statement for this issue, please contact Howard Mackey or Miguel Cepeda at 888-740-RICE or 201-610-0370. For more information, please refer to the Frequently Asked Questions section at www.BuyCaliforniaBonds.com.

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* *The size is undetermined.*