BB&T Funds
Sensible Investing for Generations®

Time — not timing

CAN DRIVE INVESTMENT SUCCESS

As we've seen, the financial markets can fluctuate dramatically on an annual, monthly or even daily basis without prior warning.

However, prudent investors have learned that trying to time these fluctuations is virtually impossible. In fact, frequently jumping in and out of the market can undermine your investment strategy and reduce your long-term returns.

One of the dangers of timing the markets is missing out on key events, such as market recoveries and upswings, which often follow on the heels of sudden downturns.

Although past performance cannot guarantee future results, as the chart at the top illustrates, an investor who stayed in the stock market for the entire 15-year period (3,778 days) would have seen his $10,000 investment grow to $31,916. Conversely, an investor who missed just the five best days would have seen his investment grow to $21,173—a difference of $10,743.

Historically, time in the market has been more rewarding than timing the market. That's because longer investment horizons may make market losses less likely.

DAYS IN THE MARKET

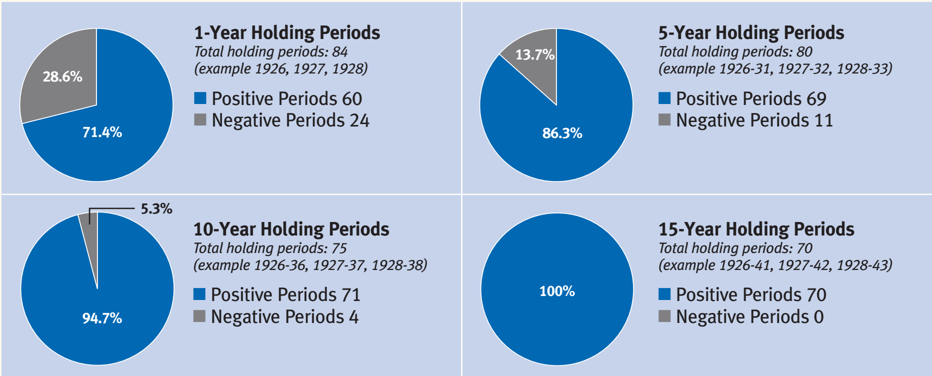
A 15-year investment of $10,000 in the stock market: December 1994 - December 2009

DAYS IN THE MARKET	AVERAGE ANNUAL RETURN	$10,000 INVESTMENT ENDING VALUE
All days (3,778 days)	8.04%	$31,916
Missing the 5 best days	5.13%	$21,173
Missing the 10 best days	3.16%	$15,928
Missing the 20 best days	-0.01%	$9,990
Missing the 30 best days	-2.66%	$6,690

Past performance does not guarantee future results. This chart is for illustrative and educational purposes only and does not represent the performance of any of the BB&T Funds. Stock market performance is derived from the S&P 500 Index, an unmanaged index generally representative of the U.S. stock market. Securities in an index may change from time to time. Index returns do not reflect any fees, expenses or sales charges associated with mutual fund investing. Investors cannot invest directly in an index. Source: Ibbotson Associates, Inc., 2010.

INVESTING FOR THE LONG TERM

Stock market holding periods: 1926 - 2009



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An investor should consider the funds' investment objectives, risks and charges and expenses carefully before investing or sending money. This and other important information about an investment company can be found in the BB&T Funds' prospectus. To obtain a prospectus, please visit www.bbtfunds.com or call 1-800-228-1872. Please read it carefully before investing. The Funds are distributed by BB&T AM Distributors, Inc., which is not affiliated with Branch Banking and Trust Company or its affiliates.