

American Century® Equity Growth Fund

Fund Fact Sheet as of 9.30.2011



Objective

Capital appreciation

Top Ten Holdings

as of 8.31.2011

	% of Fund
Exxon Mobil Corp	3.87%
International Business Machines Corp	2.61%
Apple Inc	2.60%
Chevron Corp	2.56%
Microsoft Corp	2.54%
Johnson & Johnson	2.25%
AT&T Inc	1.91%
Wells Fargo & Co	1.82%
Verizon Communications Inc	1.73%
Philip Morris International Inc	1.73%

Total Percent in Top 10 Holdings 23.62%

The holdings listed should not be considered recommendations to purchase or sell a particular security. It should not be assumed that securities bought or sold in the future will be profitable or will equal the performance of the securities in this portfolio.

Overall Morningstar® Rating™

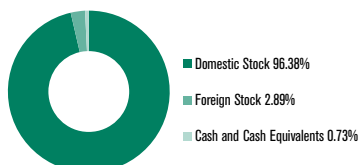
Investor Class

★★★★ (out of 1652 funds)

For each fund with at least a three-year history, Morningstar calculates a Morningstar Rating™ based on a Morningstar Risk-Adjusted Return measure that accounts for variation in a fund's monthly performance (including the effects of sales charges, loads, and redemption fees), placing more emphasis on downward variations and rewarding consistent performance. The top 10% of funds in each broad asset class receive 5 stars, the next 22.5% receive 4 stars, the next 35% receive 3 stars, the next 22.5% receive 2 stars and the bottom 10% receive 1 star. (Each share class is counted as a fraction of one fund within this scale and rated separately, which may cause slight variations in the distribution percentages.) The Overall Morningstar Rating™ for a fund is derived from a weighted average of the performance figures associated with its three-, five- and ten-year (if applicable) Morningstar Rating™ metrics. Equity Growth was rated against the following numbers of U.S.-domiciled Large Blend funds over the following time periods: 1652 funds in the last three years, 1408 funds in the last five years and 832 funds in the last ten years. With respect to these Large Blend funds, Equity Growth received a Morningstar Rating of 3 stars, 3 stars and 4 stars for the three-, five- and ten-year periods, respectively. Past performance is no guarantee of future results. Morningstar Rating is for the Investor share class only; other classes may have different performance characteristics.

Investment Blend as of 8.31.2011

Number of Equity Issues: 165



Fund Highlights

Designed to Outperform the Market - Seeks to maximize return while maintaining portfolio characteristics and risk levels similar to the S&P 500®.

Quantitatively Driven - The strategy's structured, risk-controlled process employs an unbiased, multifactor approach to capitalize on market inefficiencies.

Style-Neutral, Large-Cap Portfolio - Portfolio managers employ both growth and value measures during the security selection process to help avoid 'value traps' and to help prevent overpaying for growth.

Risk - The value and/or returns of a portfolio will fluctuate with market and economic conditions.

Fund Performance

	Ticker	Qtr	1 Year	3 Year	5 Year	10 Year	Inception Date
A Class	BEQAX	-14.19%	2.42%	-0.28%	-1.90%	3.03%	10-09-1997
B Class	AEYBX	-14.36%	1.66%	-1.04%	-2.63%	2.27%	09-28-2007
C Class	AEYCX	-14.37%	1.61%	-1.04%	-2.63%	2.26%	07-18-2001
R Class	AEYRX	-14.25%	2.17%	-0.55%	-2.15%	2.77%	07-29-2005
Institutional Class	AMEIX	-14.12%	2.88%	0.15%	-1.47%	3.49%	01-02-1998
Investor Class	BEQGX	-14.17%	2.68%	-0.05%	-1.66%	3.28%	05-09-1991
S&P 500® Index		-13.87%	1.14%	1.23%	-1.18%	2.82%	-

Adjusted for sales charge	Ticker	Qtr	1 Year	3 Year	5 Year	10 Year	Inception Date
A Class	BEQAX	-19.12%	-3.46%	-2.24%	-3.05%	2.42%	10-09-1997
B Class	AEYBX	-19.36%	-2.34%	-2.07%	-2.85%	2.27%	09-28-2007
C Class	AEYCX	-15.22%	1.61%	-1.04%	-2.63%	2.26%	07-18-2001

Expenses

Sales Charge	Initial Sales Charge	CDSC
A Class	5.75%	-
B Class	-	5.00%
C Class	-	1.00%

Class	Management Fee	12b-1	Other	Total
A Class	0.69%	0.25%	0.01%	0.95%
B Class	0.69%	1.00%	0.01%	1.70%
C Class	0.69%	1.00%	0.01%	1.70%
R Class	0.69%	0.50%	0.01%	1.20%
Institutional Class	0.49%	0.00%	0.01%	0.50%
Investor Class	0.69%	0.00%	0.01%	0.70%

Expense ratio is as of the fund's current prospectus. A contingent deferred sales charge (CDSC) of 1% for A Shares is only charged at redemption within the first year on purchases over \$1MM. There is no initial sales charge on these situations. B Share CDSC declines over 7 years from 5% to 0%. C Class shares are subject to a contingent deferred sales charge (CDSC) of 1% and the charges will be imposed on certain redemptions within 12 months.

Data presented reflects past performance. Past performance is no guarantee of future results. Current performance may be higher or lower than the performance shown. To obtain performance data current to the most recent month end, please visit americancentury.com. Investment return and fund share value will fluctuate, and redemption value may be more or less than original cost. Data assumes reinvestment of dividends and capital gains. Year-to-date returns, when quoted, are not annualized. For periods prior to the inception date of B, C and R class, the performance is hypothetical and is based on the performance of the Investor Class fund. Investor Class inception date is 05-09-1991.

Blend

You should consider the fund's investment objectives, risks, and charges and expenses carefully before you invest. The fund's prospectus or summary prospectus, which can be obtained at americancentury.com, contains this and other information about the fund, and should be read carefully before investing.

American Century[®] Equity Growth Fund

Fund Fact Sheet as of 9.30.2011

Fund Facts as of 8.31.2011			Morningstar [®] Equity Style Box Category: Large Blend		Portfolio Management Team (Name, Industry Start Date)			
Median Market Cap-Weighted	Equity Growth	S&P 500 [®] Index	<p>The Equity Style Box is based on two variables. First, on a fund's market cap relative to the movements of the market, and second, the valuation by comparing the stocks in the fund's portfolio with the most relevant of the three market cap groups.</p>		William Martin, CFA, 1986			
Weighted Average Market Cap	\$41.3B	\$46.6B			Claudia Musat, 2005			
Price/Earnings Ratio	\$85.1B	\$88.7B						
Price/Book Ratio	11.50x	13.28x						
1 Yr EPS Growth	1.97x	1.96x						
1 Yr P/E Forecast	35.9%	32.2%						
1 Yr EPS Forecast	10.87x	12.48x						
Total Fund Assets	11.0%	14.8%						
	\$1.9B	-						
Sector Weightings as of 8.31.2011			Additional Fund Performance					
Information Technology	Equity Growth	S&P 500 [®] Index	Lipper Ranking (based on average annual total return) Investor Class Among the universe of Multi-Cap Core Funds					
Energy	19.25%	18.73%	1 Year	3 Year	5 Year	10 Year		
Health Care	13.37%	12.40%	Equity Growth Fund	89/794	481/690	352/580	163/296	
Financials	12.67%	11.76%	Percentile	12%	70%	61%	55%	
Consumer Discretionary	12.21%	14.35%	All of the mutual fund performance information contained in this table was supplied by Lipper, a Reuters Company, subject to the following: Copyright 2011 © Reuters. All rights reserved. Any copying, republication or redistribution of Lipper content, including by caching, framing or similar means, is expressly prohibited without prior written consent of Lipper. Lipper shall not be liable for any errors or delays in the content, or for any actions taken in reliance thereon.					
Consumer Staples	11.79%	10.57%	Calendar Year Returns					
Industrials	10.80%	11.35%	2006	2007	2008	2009	2010	
Materials	10.52%	10.52%	Equity Growth Fund (Investor Class)	14.14%	3.42%	-34.74%	20.04%	14.90%
Telecommunication Services	8.51%	10.52%	S&P 500 [®] Index	15.79%	5.49%	-37.00%	26.46%	15.06%
Utilities	4.90%	3.56%	Data presented reflects past performance. Past performance is no guarantee of future results. Current performance may be higher or lower than the performance shown. To obtain performance data current to the most recent month end, please visit americancentury.com . Investment return and fund share value will fluctuate, and redemption value may be more or less than original cost. Data assumes reinvestment of dividends and capital gains.					
	3.77%	3.08%						
	2.72%	3.68%						
MPT Stats (*Relative to S&P 500 [®])								
Alpha/3 Yr*		-1.27						
Beta/3 Yr*		0.97						
R-squared/3 Yr*		0.99						
Std. Deviation/3 Yr		20.48						
Sharpe Ratio/3 Yr		0.09						

DUE TO MARKET VOLATILITY, CURRENT FUND PERFORMANCE MAY BE DIFFERENT THAN THE FIGURES SHOWN.

There is no guarantee that the investment objectives will be met. Dividends and yields represent past performance and there is no guarantee that they will continue to be paid. • Fund holdings subject to change without notice. • Large Capitalization Stocks - the stocks of companies with a market capitalization (the total value of a company's outstanding stock) of more than \$10.9 billion. This is Lipper's market capitalization breakpoint as of December 31, 2010, although it may be subject to change based on market fluctuations. • The S&P 500[®] Index is a capitalization-weighted index of 500 widely traded stocks. Created by Standard & Poor's[®] Corporation, it is considered to represent the performance of the stock market in general. It is not an investment product available for purchase. • Alpha is a measure of risk that compares the actual results of a portfolio with what would have been expected given the fund's beta and the market's behavior. • Beta measures the volatility of the fund, as compared to that of the overall market. The market's beta is set at 1.00; a beta higher than 1.00 is considered to be more volatile than the market, while a beta lower than 1.00 is considered to be less volatile. • Standard Deviation measures how widely performance has varied from average. It is calculated by comparing monthly returns for the trailing 36 month period to the fund's average historical performance, and is an indicator for potential volatility. A very high standard deviation indicates that the range of performance has been very wide, identifying greater potential volatility. • R² - (R-squared) is a statistic that indicates how much of a fund's fluctuations were attributable to movements in the fund's benchmark index. • EPS = Earnings per share • MPT = Modern Portfolio Theory • Abs = Absolute • Data provided by American Century Investment Management, Inc. • Market Capitalization is the value of a corporation derived by multiplying the market price of its common stock by the number of shares outstanding. • Weighted average market capitalization is the average of the weighted capitalizations of a portfolio's holdings. • Median market capitalization weighted is median value of the weighted capitalizations of a portfolio's holdings. • Price/Earnings ratio (P/E) is the ratio of a stock's price to its earnings per share. • Price/Book ratio (P/B) is the ratio of a stock's price to its book value per share. • 1 Yr Earnings Per Share (EPS) Growth reflects the one-year percentage change in earnings per share. • 1 Yr Price/Earnings (P/E) Forecast is the ratio of the current price to its estimated earnings per share for the next four quarters. P/E Forecast reflects an average of the fund's underlying holdings. • 1 Yr Earnings Per Share (EPS) Forecast is the percentage change in EPS derived by comparing last 12 months EPS with estimated next 12 months EPS. EPS Forecast reflects an average of the fund's underlying holdings. • Fund Facts are provided by FactSet Research Systems, Inc.

Not to be used after January 10, 2012.
IN-FFS-73271

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Non-FDIC Insured • May Lose Value • No Bank Guarantee

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