



15th ANNUAL FCS PORTFOLIO AWARDS

The Winners!

BEST-IN-SHOW

CORPORATE IMAGE	American Express	Ogilvy New York	<i>Marty and Tina</i>
BUSINESS 2 BUSINESS	Barclays Capital (BARX)	Willoughby Partners	<i>The Trader's Best Friend</i>
CONSUMER RETAIL	E*TRADE FINANCIAL	Grey New York	<i>2008 Television</i>
INTERACTIVE	AXA	PrimeLook Inc	<i>MyRetirementShop Emercial</i>
MULTICULTURAL	MetLife	IW Group	<i>South Asian - Brand TV</i>

ROI

GOLD	MetLife	Y&R New York	<i>MetLife Tools</i>
SILVER	BMO Capital Markets	Condon + Root	<i>Ambition</i>
SILVER	Options Industry Council	Halogen Response Media & Masius/Publicis Consultants	

CORPORATE IMAGE

<i>Collateral Single</i>	GOLD	Wells Fargo	In-House	<i>New York City Office Opening</i>
	SILVER	Wells Fargo	In-House	<i>What Kind of Investor Are You?</i>
	SILVER	Wells Fargo	In-House	<i>WellsSelect Brochure</i>
<i>Interactive Media Single</i>	SILVER	Citi Private Bank	Baseline Design	<i>CEO Animated Holiday Card</i>
	BRONZE	Citi Private Bank	Baseline Design	<i>Private Banker Animated Holiday Card</i>
<i>Multimedia Campaign</i>	GOLD	MetLife	Y&R New York	<i>MetLife Tools</i>
	SILVER	Goldman Sachs	Ogilvy & Mather - Print/ Steeplechase Films-Video	<i>10,000 Women</i>
	BRONZE	Citi	Publicis New York	<i>Citi Never Sleeps</i>
<i>Out of Home Campaign</i>	GOLD	HSBC	JWT	<i>Values Campaign</i>
	SILVER	Barclays Global/iShares	Venables Bell & Partners	<i>Let's Build A Better Investment</i>
<i>Out of Home Single</i>	GOLD	Citi	Publicis New York	<i>The Pond</i>



CORPORATE IMAGE *(continued)*

<i>Print Campaign</i>	GOLD	American Express	Ogilvy New York	<i>Are You A Cardmember?</i>
	SILVER	HSBC	JWT	<i>Values Campaign</i>
	SILVER	HSBC	JWT	<i>Values Magazine Takeover</i>
<i>Print Single</i>	GOLD	American Express	Ogilvy New York	<i>Ellen - Puppet</i>
	SILVER	American Express	Ogilvy New York	<i>Ellen - Carnival</i>
	BRONZE	Barclays Global/Shares	Venables Bell & Partners	<i>Sky Falling</i>
<i>Television Campaign</i>	GOLD	MetLife	IW Group	<i>South Asian - Brand TV</i>
	SILVER	The Bank of New York Mellon	The Concept Farm	<i>Frankfurt, Singapore</i>
<i>Television Single</i>	GOLD	American Express	Ogilvy New York	<i>Marty and Tina</i>
	SILVER	American Express	Ogilvy New York	<i>Members Project</i>
	BRONZE	American Express	Ogilvy New York	<i>Diane von Furstenberg</i>
<i>Web Site Single</i>	GOLD	Goldman Sachs	R/GA	<i>Goldman Sachs Website</i>
	SILVER	Headwaters MB	Jones	<i>headwatersmb.com</i>
	BRONZE	Goldman Sachs	In-House (HBR editorial/design staff)	<i>HBR Green</i>

BUSINESS TO BUSINESS

<i>Collateral Campaign</i>	SILVER	Allianz Global Investors	Carpenter Group	<i>Advisor Value-Communication Skills</i>
	BRONZE	Ameriprise Financial	Sullivan & Co.	<i>403(b) Sponsor/Participant Brochures</i>
<i>Collateral Single</i>	GOLD	MetLife	MetLife Creative Services (In-House)	<i>MetLife Federal Dental Plan</i>
	SILVER	Norm Hill Entertainment	DNA Creative	<i>Centsable - Financial Literacy Kids</i>
	BRONZE	CIT	DeSantis Breidel	<i>CIT Capabilities Brochure</i>
<i>Direct Mail Campaign</i>	SILVER	JPMorgan Asset Management	Sullivan & Co.	<i>JPMorgan Realty Check</i>
	BRONZE	John Hancock	In-House	<i>Roland</i>
<i>Direct Mail Single</i>	SILVER	Lord Abbett	HNW	<i>Advisor Intelligence Direct Mail</i>
	BRONZE	Norm Hill Entertainment	DNA Creative	<i>Centsables - Heroes</i>
<i>Interactive Media Campaign</i>	GOLD	Barclays Capital (BARX)	Willoughby Partners	<i>The Trader's Best Friend</i>
	SILVER	BMO Capital Markets	Element 79	<i>Ambition</i>
	BRONZE	CIT	Agency.com	<i>5 Minute Capital</i>



BUSINESS TO BUSINESS *(continued)*

<i>Interactive Media Single</i>	GOLD	Barclays Capital (BARX)	Willoughby Partners	<i>Outsmart /The Trader's Best Friend</i>
	SILVER	Barclays Capital (BARX)	Willoughby Partners	<i>Liquidity /The Trader's Best Friend</i>
	BRONZE	Barclays Capital (BARX)	Willoughby Partners	<i>Clued In /BARX Dogs</i>
<i>Multimedia Campaign</i>	SILVER	UBS	Publicis	<i>Keyfacts</i>
	BRONZE	BMO Capital Markets	Condon+Root and Element 79	<i>Tidal Wave</i>
<i>Out of Home Single</i>	SILVER	BMO Capital Markets	Condon+Root	<i>Tidal Wave</i>
	BRONZE	Knight Capital Group	Doremus	<i>Liquidity</i>
<i>Print Campaign</i>	GOLD	The Bank of New York Mellon	The Concept Farm	<i>Liquor, Oil, Hybrid</i>
	SILVER	HSBC	JWT	<i>Rarely Asked Questions</i>
	BRONZE	BMO Capital Markets	Condon+Root	<i>Ambition</i>
<i>Print Single</i>	GOLD	Headwaters MB	Jones	<i>Not Ours</i>
	SILVER	State Street Global Advisors	The Gate Worldwide	<i>Rabbit</i>
	BRONZE	State Street Global Advisors	The Gate Worldwide	<i>Geese</i>
<i>Television Campaign</i>	SILVER	Knight Capital Group	Doremus	<i>Clarity - Insight - Liquidity</i>
<i>Television Single</i>	SILVER	UBS	Publicis	<i>Keyfacts</i>
<i>Web Site Campaign</i>	SILVER	Merrill Lynch	JWT	<i>Trader Trends</i>
<i>Web Site Single</i>	GOLD	Barclays Global Investors	IQ Interactive	<i>iShares Exploring ETFs</i>
	SILVER	Norm Hill Entertainment	DNA Creative	<i>Centsables - Website</i>
	BRONZE	Citi	Adventure House Communications Group	<i>Citi Commercial Card — Online Public Sector Marketing Toolkit</i>

CONSUMER RETAIL

<i>Collateral Campaign</i>	GOLD	Citi	In-House	<i>Citi-Branded Suite of Materials</i>
	SILVER	Citi Family Office	In-House	<i>Citi Family Office</i>
	BRONZE	Smith Barney	In-House	<i>Branded Suite Materials</i>
<i>Collateral Single</i>	SILVER	Citi Smith Barney/ Private Bank	In-House	<i>A New World of Wealth</i>
	BRONZE	Merrill Lynch	In-House	<i>Customized Advisor Brochure</i>
	BRONZE	Merrill Lynch	In-House	<i>Charitable Giving Brochure</i>



CONSUMER RETAIL (continued)

<i>Direct Mail Campaign</i>	BRONZE	National Bank of Arizona	Harland Clarke	<i>Money Market Acquisition</i>
<i>Interactive Media Single</i>	GOLD	AXA	PrimeLook Inc.	<i>MyRetirementShop Emercial</i>
	SILVER	TD Ameritrade	Ogilvy New York	<i>Investor Epiphanies</i>
	BRONZE	TD Ameritrade	Ogilvy New York	<i>Balance</i>
<i>Multimedia Campaign</i>	GOLD	MasterCard	McCann Erickson New York	<i>No Matter Who You Are</i>
	SILVER	Fifth Third Bank	OLSON	<i>Things We Do For Dreams</i>
	SILVER	E*TRADE Financial	Grey New York	<i>2009 Big Game Teaser Campaign</i>
<i>Out of Home Single</i>	BRONZE	Ameriprise Financial	Saatchi & Saatchi	<i>Retirement: Pick a Side</i>
<i>Print Campaign</i>	GOLD	Fifth Third Bank	OLSON	<i>Destinations, Little Ones, Recipe</i>
	SILVER	Citi Cards	Publicis New York	<i>What's Your Story</i>
	BRONZE	Citi	Publicis	<i>Citi Brand Leadership</i>
<i>Print Single</i>	GOLD	Citi Cards	Publicis New York	<i>Safari</i>
	SILVER	Citi Cards	Publicis New York	<i>Northern Lights</i>
	BRONZE	Merrill Lynch	Boathouse	<i>"That's not a belief. That's history."</i>
<i>Television Campaign</i>	GOLD	E*TRADE Financial	Grey New York	<i>2008 Televison</i>
	SILVER	Citi Cards	Publicis New York	<i>What's Your Story</i>
	BRONZE	ALFA Insurance	Lewis Communications	<i>Never Saw it Coming</i>
<i>Television Single</i>	GOLD	MasterCard	McCann Erickson New York	<i>Shopping</i>
	SILVER	MasterCard	McCann Erickson New York	<i>Mr. Bill</i>
	BRONZE	Citi Cards	Publicis New York	<i>Safari</i>
<i>Web Site Campaign</i>	SILVER	Merrill Lynch	In-House	<i>Global Wealth Management Websites</i>
	BRONZE	Merrill Lynch	In-House, HNW Digital	<i>Perspectives eNewsletter Program</i>
<i>Web Site Single</i>	GOLD	Merrill Lynch	In-House	<i>Annika Sorenstam Website</i>
	SILVER	Merrill Lynch	In-House	<i>Merrill Lynch Outlook 2009</i>
	SILVER	Merrill Lynch	In-House	<i>Total Merrill Public Website</i>