



16th ANNUAL FCS PORTFOLIO AWARDS

The Winners!

BEST-IN-SHOW

CORPORATE IMAGE	Allstate Insurance	Leo Burnett	<i>Allstate Corporate Advocacy</i>
BUSINESS 2 BUSINESS	Barclays Capital	Venables Bell & Partners	<i>iPath Multimedia Campaign</i>
CONSUMER RETAIL	E*Trade	Grey New York	<i>2009 Baby</i>
INTERACTIVE	Merchants Bank	Cottage 10	<i>www.vermontmatters.com</i>
MULTICULTURAL	MetLife	IW Group	<i>MetLife Holiday Collection, Chinese</i>

ROI

GOLD	Fidelity Investments	Arnold	<i>Turn Here</i>
SILVER	MetLife	Y&R New York and Neo@Ogilvy	<i>ROI-2009 MetLife efforts</i>

CORPORATE IMAGE

<i>Collateral Single</i>	SILVER	U.S. Trust	Time, Inc.	<i>U.S. Trust Capital Acumen Fall 2009 Issue</i>
<i>Collateral Campaign</i>	GOLD	MetLife	In-House	<i>2009 Chairman's Council: Invitation/Gift Cards</i>
<i>Interactive Media Single</i>	BRONZE	Citi Private Bank	Baseline Design	<i>Interactive Holiday Card</i>
	BRONZE	International Securities Exchange (ISE)	INC Design	<i>ISE Regulatory Reform Campaign</i>
<i>Interactive Media Campaign</i>	GOLD	Ameriprise	R/GA	<i>More Within Reach</i>
	SILVER	U.S. Trust	Boathouse Group	<i>Webcast Online Banner Ads</i>
	SILVER	U.S. Trust	Boathouse Group, Time. Inc., In-House	<i>Think Forward, Act Now</i>
	BRONZE	International Securities Exchange (ISE)	INC Design	<i>ISE Regulatory Reform</i>
<i>Multimedia Campaign</i>	GOLD	Sun Life Financial	The Martin Agency	<i>Get to Know Sun Life</i>
	SILVER	Ameriprise	R/GA	<i>More Within Reach</i>
	BRONZE	Fidelity Investments	Arnold	<i>Turn Here</i>
<i>Out of Home Single</i>	GOLD	Citi	Publicis, New York	<i>Citi Pond</i>



CORPORATE IMAGE *(continued)*

<i>Out of Home Campaign</i>	BRONZE	MetLife	In-House (MetLife Creative Services)	<i>Strategic Staffing Job Fair Displays</i>
<i>Print Single</i>	GOLD	Citi	Publicis, New York	<i>Mets Visor</i>
	SILVER	Ameriprise	R/GA	<i>More Within Reach</i>
	BRONZE	International Securities Exchange (ISE)	INC Design	<i>ISE Regulatory Reform Campaign</i>
<i>Print Campaign</i>	GOLD	Allstate Insurance Company	Leo Burnett	<i>Allstate Corporate Advocacy</i>
	SILVER	MetLife	IW Group, Inc	<i>MetLife Holiday Collection, Chinese</i>
	BRONZE	U.S. Trust	Hill Holliday Connors Cosmopolus Inc.	<i>2009 National Advertising Campaign</i>
<i>Public Relations Campaign</i>	GOLD	Sun Life Financial	The Martin Agency, Elevate, Tierney	
<i>Television Single</i>	GOLD	Barclays Global Investors	Venables Bell & Partners	<i>Fake</i>
<i>Television Campaign</i>	GOLD	Barclays Capital	Venables Bell & Partners	<i>Barclays Brand TV Campaign</i>
	SILVER	Fidelity Investments	Arnold	<i>Turn Here</i>
	BRONZE	Ameriprise	R/GA	<i>More Within Reach</i>
	BRONZE	Northwestern Mutual	Downtown Partners Chicago	<i>Consistency Counts</i>
<i>Web Site Single</i>	GOLD	Merchants Bank	Cottage 10	<i>www.vermontmatters.com</i>
	SILVER	U.S. Trust	In-House	<i>US Trust Webcast Microsite</i>
	BRONZE	International Securities Exchange (ISE)	INC Design	<i>ISE Regulatory Reform Campaign</i>

BUSINESS TO BUSINESS

<i>Collateral Single</i>	GOLD	MetLife	Sullivan	<i>The Benefits Edge</i>
	SILVER	Ameriprise Financial	Sullivan	<i>403(b) Sponsor/Participant Brochures</i>
	BRONZE	MetLife	In-House	<i>MetLife Federal Dental Plan - FEDVIP</i>
<i>Collateral Campaign</i>	GOLD	Barclays Capital	In-House	<i>Credit Research</i>
	SILVER	ADP Retirement Services	Carpenter Group	<i>ADP ACCESS - 401(k) Plan Solutions</i>
	BRONZE	Stephens	DeSantis Breindel	<i>Capitalize on Independence</i>
<i>Direct Mail Single</i>	GOLD	Merrill Lynch Wealth Management	Boathouse	<i>CD1 Desk Drop</i>
<i>Interactive Media Single</i>	SILVER	Barclays Capital	Willoughby Partners	<i>Frozen Liquidity/Trader's Best Friend</i>
	BRONZE	OppenheimerFunds Retirement Services	PrimeLook Inc.	<i>OFRS We'll Be Here</i>



BUSINESS TO BUSINESS *(continued)*

<i>Interactive Media Campaign</i>	GOLD	Barclays Capital	Willoughby Partners	<i>Frozen Liquidity/Trader's Best Friend</i>
	SILVER	Stephens	DeSantis Breindel	<i>Capitalize on Independence</i>
	BRONZE	Barclays Capital	Ogilvy New York	<i>Measure of Success</i>
<i>Multimedia Campaign</i>	GOLD	Barclays Capital	Venables Bell & Partners	<i>iPath Multimedia Campaign</i>
	SILVER	Stephens	DeSantis Breindel	<i>Capitalize on Independence</i>
	BRONZE	Bank of America Merrill Lynch	The Brand Union & In-House	<i>Marvel/Trader Trends</i>
	BRONZE	Prudential Financial	In-House	<i>SOS Campaign 2009</i>
<i>Out of Home Campaign</i>	SILVER	Knight Capital Group	Doremus	<i>Knight STA Conference</i>
	BRONZE	Select Sector SPDRs	DNA Creative	<i>Time For A Stock Alternative</i>
<i>Print Single</i>	GOLD	State Street Global Advisors	The Gate Worldwide	<i>Breath</i>
	SILVER	State Street Global Advisors	The Gate Worldwide	<i>Wagon</i>
	BRONZE	State Street Global Advisors	The Gate Worldwide	<i>Horse</i>
<i>Print Campaign</i>	GOLD	Select Sector SPDRs	DNA Creative	<i>Itsy Bitsy Spider Print</i>
	SILVER	State Street Global Advisors	The Gate Worldwide	<i>Wagon, Meteor, Breath</i>
	BRONZE	Stephens	DeSantis Breindel	<i>Capitalize on Independence</i>
<i>Television Single</i>	SILVER	State Street Global Advisors	The Gate Worldwide	<i>Buried Treasure</i>
	BRONZE	State Street Global Advisors	The Gate Worldwide	<i>Clock Tower</i>
<i>Television Campaign</i>	SILVER	Tompkins Financial	Nagel & Summers, Inc	<i>What if your bank...?</i>
	BRONZE	Select Sector SPDRs	DNA Creative	<i>Itsy Bitsy Spider Specific TV</i>
<i>Web Site Single</i>	GOLD	T. Rowe Price	Think Again Media	<i>Behind the Numbers</i>
	SILVER	Knight Capital Group	Doremus	<i>Knight Liquidity Microsite</i>
	BRONZE	CFA Institute	Doremus	<i>CFA New Member Recognition Microsite</i>
	BRONZE	Stephens	DeSantis Breindel	<i>Capitalize on Independence</i>

CONSUMER RETAIL

<i>Collateral Single</i>	SILVER	Merrill Lynch Wealth Management	In-House	<i>Merrill Lynch? Brochure</i>
	BRONZE	Merrill Lynch Wealth Management	In-House	<i>Merrill Lynch Latin America Brochure</i>



CONSUMER RETAIL (continued)

<i>Interactive Media Single</i>	GOLD	Fifth Third Bank	Olson	<i>Free Stuff</i>
	SILVER	Fifth Third Bank	Olson	<i>Student Banking- Sound Check</i>
	BRONZE	Fifth Third Bank	Olson	<i>Student Banking- The Party</i>
<i>Interactive Media Single</i>	GOLD	Fifth Third Bank	Olson	<i>Student Banking - Dark/Sound Check/Party</i>
<i>Multimedia Campaign</i>	GOLD	MasterCard Worldwide	McCann Erickson	<i>Priceless Picks</i>
	SILVER	MasterCard Worldwide	McCann Erickson	<i>Priceless Gift finder</i>
	BRONZE	Merrill Lynch Wealth Management	In-House	<i>Client Stories</i>
<i>Out of Home Single</i>	GOLD	Fifth Third Bank	Olson	<i>Coins</i>
	SILVER	Fifth Third Bank	Olson	<i>Mobile Banking Spectacular</i>
	BRONZE	Citi	Publicis, New York	<i>Taxi TV (Traffic)</i>
<i>Out of Home Campaign</i>	GOLD	USAA	Cambell-Ewald	<i>Big Red Campaign</i>
	SILVER	Citi	Publicis, New York	<i>Taxi TV</i>
<i>Print Single</i>	SILVER	Citi	Publicis, New York	<i>Percentages (Dog)</i>
<i>Print Campaign</i>	GOLD	American Express	Ogilvy NY	<i>Faces</i>
	SILVER	USAA	Cambell-Ewald	<i>Big Red Campaign</i>
	BRONZE	Citi	Publicis, New York	<i>Percentages (Camera, Dog, Bike)</i>
<i>Public Relations Campaign</i>	SILVER	Charles Schwab	Edelman Public Relations	<i>Real Life Retirement Services</i>
<i>Television Single</i>	GOLD	American Express	Ogilvy NY	<i>Faces</i>
	SILVER	Fifth Third Bank	Olson	<i>Student Banking- Pay yourself first</i>
	BRONZE	Fifth Third Bank	Olson	<i>Student Banking- Sound Check</i>
<i>Television Campaign</i>	GOLD	E*Trade	Grey New York	<i>2009 Baby</i>
	SILVER	Fifth Third Bank	Olson	<i>Student Banking - Dark/Sound Check/Party</i>
	BRONZE	E*Trade	Grey New York	<i>2010 Baby & Product</i>
<i>Web Site Single</i>	GOLD	New York Life	IQ Interactive / Diamond Consultants	<i>Guarantees Matter</i>
	SILVER	Merrill Lynch Wealth Management	In-House	<i>totalmerrill.com</i>
	BRONZE	Merrill Lynch Wealth Management	In-House	<i>fa.com</i>