



FOR RELEASE: IMMEDIATE

JFAM TO AWARD STRATEGIC MEDIA EXCELLENCE IN FINANCIAL ADVERTISING

- **Publishers of *The Journal of Financial Advertising & Marketing* honor excellence in financial media strategy**
- **Year Two: “More interest from industry than ever!”**
- **Twenty-One of Financial Marketing’s Top Minds Announced as Judges**

NEW YORK, NY (December 15, 2006) *The Journal of Financial Advertising & Marketing* will host the second annual presentation of The JFAM Media Strategy Awards on February 1, 2007 in New York City. The awards honor the best strategic media thinking in financial advertising. Presenting sponsor is Financial Times. Winners' Circle Sponsors are Microsoft Digital Advertising Solutions and The New Yorker.

Last year Charles Schwab & Co. walked home with top “Best of Show” honors for the online brokerage leader’s winning media strategy—crafted with the help of Omnicom Group’s PHD & Euro RSCG. Once again, JFAM, with the sponsorship support of *Financial Times* and others will present awards to “the best of the best” financial media strategists in recognition of their strategic media excellence.

The awards honor excellence in strategic media thinking, during 2006, in financial services across the following categories: Brokerage, Corporate, Credit Card, General Financial, Insurance, Individual Investment, Investment Banking, Retail Banking & Lending. In addition “Best Global Financial Media Strategy” as well as “Best of Show” awards will be also presented — ten awards in all.

“Financial media is changing fast,” says JFAM Chief Analyst Bill Wreaks. “Today, the way in which financial marketers communicate and transact with their audiences embodies a number of highly complex processes. And, of course, doing it both effectively and efficiently is no simple feat. “Although financial ad spending now tops the \$7 billion mark (in the US alone*), every ad dollar spent is scrutinized more closely than ever,” Wreaks continues. “In 2006, strategic excellence in financial media planning is a prerequisite to advertising success. With these dynamics in mind, *The Journal of Financial Advertising & Marketing* again poses the question: ‘who’s doing it the best?’”

A panel of twenty-one judges will be chaired by Doremus SVP, Director of Media Services, Christopher William Philip. Philip chaired judging committee last year as well. This year, JFAM Judges include:

Judging Chair, 2007 JFAM Media Strategy Awards:

Christopher William Philip, Director of Media Services, Doremus

Judges, 2007 JFAM Media Strategy Awards:

James Barcia, Speech Writer, United States Secretary of Labor
Jo-Ann Daddio, SVP Corporate Affairs, Corp. & Invest. Banking, Citigroup
Stephen DiMarco, EVP, Compete, Inc.
Bruce Dunbar, SVP, Director of Corporate Communications, Oppenheimer Funds, Inc.
Linda Finnerty, CMO/Wealth Management, Commerce Bank
Steve Gardner, President & Co-Founder, Gardner Nelson & Partners
Dan Harley, VP e-Business, First National Bank of Nebraska
Marilyn Harvey, EVP, Director of Advertising, The Vanguard Group
Janet Hawkins, SVP & CMO, Business Banking, JP MorganChase
Jeffrey Inman, Ph.D. Marketing, Katz Graduate School of Business, Univ. of Pittsburgh
Lyle Kan, EVP, Customer Satisfaction, Countrywide Financial
Steven Logan, President, Northeast Middle Market, Aetna
Raul P. Lomeli-Azoubel, Director, Diverse Growth Segments, Wells Fargo
Jody Mack, Director, Integrated Marketing, Allstate Insurance Company
Kevin McConell, President, Captura Online
Catherine Merchant-Jones, VP, Media Director, Prudential Financial
Don Middleberg, CEO, Middleberg Communications
Ed Montes, Managing Director, Media Contacts
Fred Pfaff, President, Fred Pfaff, Inc.
Amy Rubin, Director of Marketing & Promotions, Prudential Mortgage Capital Company
Noreen Ross, EVP, Dir. of Corp. Communications, Dreyfus Corporation
David Rowe, Managing Director, GAM
Bill Tommins, EVP, Commercial Banking, Bank of America

“Judges hail from both the financial marketer and agency sides of financial advertising,” explains Wreaks. “For additional diversity, judges also have been selected from a pool of communications experts from the public relations industry, from leading academic institutions and from government.”

Last year, winners included the following in their respective categories:

Brokerage: Finalists included: Charles Schwab (Agencies: PHD and Euro RSCG), E*TRADE (Agency: Starlink Worldwide) and TD Waterhouse (Agency: MediaEdge: CIA). The winner was Charles Schwab (Agency: PHD & Euro RSCG).

Corporate: Finalists included: Dreyfus Corporation, (Agency: Optimedia), TIAA-CREF (Agency: TargetCast tcm), Ernst & Young and Accenture (Agency: MediaEdge: CIA). The winner was Accenture, (Agency: Media Edge/CIA).

Credit Card: Finalists included: Citi-Simplicity (Agency: Fallon), Citi-Thank You (Agency: Fallon), TD Gold Travel Visa (Northern Lights Direct Response TV). The winner was TD Gold Travel Visa (Agency: Northern Lights Direct Response TV).

General Financial: Finalists included: International Securities Exchange (Agency: Optimedia), Canadian Home Income Plan (Agency: McDonnell Haynes Integrated Communications Partners, Direct Agency: Northern Lights Direct Response TV) and Citi Brand-OOH (Agency: Fallon). The winner was International Securities Exchange (Agency: Optimedia).

Individual Investment: Finalists included: Ameriprise Financial (Agencies: Mindshare and Digitas) and Florida Prepaid College Board (Agency: Kelley Swofford Roy, Inc). The winner was Ameriprise Financial (Agencies: Mindshare and Digitas).

Investment Banking: Finalists included: Citigroup Corporate Investing Banking (Agency: Merkley & Partners), Goldman Sachs and Sandler O'Neill & Partners (Agency: Doremus). The winner was Sandler O'Neill & Partners (Agency: Doremus).

Retail Banking & Lending: Finalists included: Ameriquist Mortgage Company (Agency: DDB-Direct, Los Angeles), TierOne Bank (Agency: Ayres Kahler) and HSBC Bank USA, N.A. The winner was Ameriquist Mortgage Company (DDB Direct, Los Angeles).

In addition, a JFAM Media Strategy Award for “Best Global/International Financial Media Strategy” was awarded to Accenture (Agency: Media Edge/CIA), who beat out fellow finalists Citigroup Corporate Investing Banking (Agency: Merkley & Partners), Goldman Sachs for the award.

The “Best of Show” award went to Charles Schwab (Agencies: PHD and Euro RSCG). To enter the JFAM Media Strategy Awards, marketers and agencies are encouraged to visit www.financialadvertising.com for more information, or email strategy@financialadvertising.com.

About *The Journal of Financial Advertising & Marketing (JFAM)*

The Journal of Financial Advertising is the flagship publication of The JFAM Network, a network of over 600 financial marketing professionals worldwide. JFAM is published quarterly by Wreaks Media Group (www.financialadvertising.com), which provides content and consulting to the financial services industry. Clients include Bloomberg Media, Conde Nast, Dow Jones, *The Deal*, *Financial Times*, *Investor's Business Daily*, Microsoft Corporation, MSN, *New York Times*, *New Yorker*, *Nihon Keizai Shimbun* Yahoo! and The Wall Street Journal Interactive.

The Journal of Financial Advertising & Marketing also produces numerous thought leadership events in financial services marketing each year, including The JFAM Financial Marketing Summit: EAST in Manchester, Vermont, The JFAM Financial

Marketing Summit: WEST in Santa Fe, New Mexico and JFAM: Live! in New York City.

The Wreaks Media Group also publishes the annual *The JFAM Guide to Financial Media* to be released in March of 2007.

JFAM parent, Wreaks Media Group is affiliated with The Gramercy Institute and is led by Bill Wreaks, former managing director for media at the Doremus unit of Omnicom Worldwide.

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