



Citi Private Bank's Jane Miglierina (left) and Baseline Principal Darcy Ann Flanders (right)

Distinctive Online Design Firm Earns Recognition from Financial Communications Society

Baseline Takes Home One Silver and One Bronze

New York, NY May 2009— Some 400 financial services executives and professionals from leading corporations, agencies and media companies gathered at New York City's Terminal 5 to celebrate the best in the past year's Financial Services advertising and collateral at the 15th Annual FCS Portfolio Awards. Among the celebrated victors was a design firm that has become a regular podium presence: Baseline Design.

Baseline Design Principals Darcy Ann Flanders and Julie Marable took home both the silver and the bronze award in the category of "Corporate Image Interactive Media Single" for the design of two separate Holiday Cards for Citi Private Bank. The firm received the silver award for the creation of the CEO Animated Holiday Card and a bronze for the Private Banker Animated Holiday Card. To view the animated cards, click on the following links: http://baselinedesign.com/citi/longley/Citi_HolidayCard_music.html and http://baselinedesign.com/citi/Citi_HolidayCard_1.html.



CEO Animated Holiday Card for Citi Private Bank
http://baselinedesign.com/citi/longley/Citi_HolidayCard_music.html

Baseline is no stranger to the FCS winner's podium. For the past three years, Baseline has been recognized for their creativity and ingenuity. Last year's FCS Portfolio Awards saw Baseline receive a gold and silver award for Citi Private Bank's Holiday Cards as well as a bronze award for Goldman Sachs' GSAM Liability Driven Investing Brochure. Baseline also received gold, silver, and bronze awards in 2007 from Goldman Sachs & co and Citigroup Private Bank and a bronze in 2006 from Citigroup Alternative Investments.



Private Banker Animated Holiday Card for Citi Private Bank
http://baselinedesign.com/citi/Citi_HolidayCard_1.html

"We are thrilled that our recently created online division is being deemed as exemplary as our print team," says Baseline Design Principal Darcy Ann Flanders. "Baseline is committed to fresh and innovative design solutions to our clients in the financial services arena and are very proud to be honored."

The Financial Communications Society is a not-for-profit company that has been presenting the FCS Portfolio Awards since 1995. These awards honor excellence and grant recognition to those in Financial Advertising. The FCS prides itself on its participation in raising industry standards in the financial communications market. Judges at this year's Portfolio Awards included 16 creative directors as well as senior level marketing executives from such financial corporations as Met Life, Wells Fargo, and Dreyfus. There were more than 415 creative entries submitted.