



AXA EQUITABLE WINS “BEST OF SHOW” AT JFAM MEDIA STRATEGY AWARDS

- *The Journal of Financial Advertising & Marketing honored best media strategies and campaigns in financial services on Thursday, February 1st.*
- *Citibank Direct , E*TRADE Financial , TIAA-CREF, Visa, ING Direct, Ameriprise Financial and AXA Equitable each win in respective categories.*
- *Charles Schwab & Co. wins new JFAM Media Synergy Award. Credit Suisse wins JFAM Best Global Financial Media Strategy Award. AXA Equitable takes “Best of Show” top honors.*
- *Financial Times is Founding and Presenting Sponsor of the JFAM Media Strategy Awards. Microsoft Digital Advertising Solutions and The New Yorker are Winners’ Circle Sponsors.*

NEW YORK, NY (February 1, 2007)—*The Journal of Financial Advertising & Marketing (JFAM)* hosted its annual award program honoring strategic excellence in media planning for financial services. The JFAM Media Strategy Awards presentation took place on Thursday, February, 1 2007 at Barolo in the SoHo district of Manhattan. Over one hundred twenty financial marketing leaders joined there to celebrate excellence in financial media.

The awards honor media strategies and campaigns in seven categories. There was also a “Best Global/International Media Strategy” award, a JFAM Media Synergy Award as well as a “Best of Show” award presented.

Following is a list of finalists and winners, by category:

Banking & Lending: Finalists included: Citi (Agency: Fallon), Citibank Direct (Agency: Sapient), Countrywide Financial (Agency: Euro RSCG 4D DRTV). The winner was Citibank Direct (Agency: Sapient).

Brokerage: Finalists included: Barclays iShares (Agency: Media Contacts), Charles Schwab & Co. (Agency: PHD), E*TRADE Financial (Agency: StarLink Worldwide). The winner was E*TRADE Financial (Agency: StarLink Worldwide).

Corporate: Finalists included: Credit Suisse (Agency: Media First International), TIAA-CREF (“Foodie,” Agency: TargetCast tcm), TIAA-CREF (“NCAA,” Agency: TargetCast tcm). The winner was TIAA-CREF (“Foodie,” Agency: TargetCast tcm).

Credit Card: Finalists included: Chase (Agency: Avenue A | Razorfish), Citi (Agency: Fallon), Visa (Agency: OMD). The winner was Visa (Agency: OMD).

General Financial: Finalists included: Citi (Agency: Fallon), ING Direct (Agencies: TrafficBuyer Digital, Horizon Media and PGW), International Securities Exchange (Agency: Optimedia). The winner was ING Direct (Agencies: TrafficBuyer Digital, Horizon Media and PGW).

Individual Investment: Finalists included: American Century Investments (Agency: OMD), Ameriprise Financial (Agency: Mindshare), OppenheimerFunds (Agency: MPG). The winner was Ameriprise Financial (Agency: Mindshare).

Insurance: Allstate Insurance Company “Life”, Allstate Insurance Company “Thief” (Agency: StarCom), AXA Equitable (Agency: Merkley & Partners). The winner was AXA Equitable (Agency: Merkley & Partners).

In addition, a JFAM Media Strategy Award for “Best Global/International Financial Media Strategy” was awarded to Credit Suisse (Agency: Media First International).

The JFAM Media Synergy Award was awarded to Charles Schwab & Co. (Agency: PHD) to recognize achievement in synergistic cross-media strategic planning. This is the one award that is not decided by the judges. This award is decided by consensus of the JFAM editorial staff.

The “Best of Show” award went to AXA Equitable (Agency Merkley & Partners).

Entries were limited to financial media strategies conceived or executed, at least in part, during 2006.

“It’s a media jungle out there today!” said Bill Wreaks, Chief Analyst of *The Journal of Financial Advertising & Marketing* to a packed room of attendees. “Financial consumers absorb their media in so many different ways today. It is more crucial than ever that financial marketers invest in well-crafted strategic plans to effectively communicate with their customers and clients.” Wreaks continued, “Media strategy today is more than smart marketing—it’s a responsibility to all stakeholders in a financial institution.”

The Financial Times is the presenting sponsor of the award. Microsoft Digital Advertising Solutions and The New Yorker were Winners’ Circle Sponsors of the award.

Campaigns were evaluated by a panel of judges from financial services marketing as well as from other sectors of the communications industry, including academia, public relations, consulting and government.

Chaired by Christopher Philip, SVP Director of Media at Doremus, the panel included:

James Barcia, Director of Communications, United States Secretary of Labor
Jo-Ann Daddio, SVP Corp. Affairs, Branding & Advertising, Corp. & Investment Banking, Citigroup
Stephen DiMarco, EVP, Compete, Inc.
Bruce Dunbar, SVP, Director of Corporate Communications, OppenheimerFunds, Inc.
Linda Finnerty, CMO/Wealth Management, Commerce Bank/Marketing Professor, FIT
Steve Gardner, President & Co-Founder, Gardner Nelson & Partners
Marilyn Harvey, EVP, Director of Advertising, The Vanguard Group
Dan Harley, VP e-Business, First National Bank of Nebraska
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, V.P., Media Director, Prudential Financial
Don Middleberg, CEO, Middleberg Communications
Ed Montes, Managing Director, Media Contacts
Fred Pfaff, President, Fred Pfaff, Inc.
Marc Prosser, CMO, FXCM
Amy Rubin, Director of Marketing & Promotions, Prudential Mortgage
Noreen Ross, EVP, Director of Corporate Communications, Dreyfus Corporation
David Rowe, Managing Director, GAM
Bill Tommins, EVP, Commercial Banking, Bank of America

About *The Journal of Financial Advertising*

The Journal of Financial Advertising is published quarterly by Wreaks Media Group (www.financialadvertising.com), which provides content and consulting services to the financial services industry. Clients include Bloomberg Media, The Deal, the *Financial Times*, *Investor's Business Daily*, Microsoft Digital Advertising Solutions, *the New Yorker*, *New York Times USA Today* and *The Wall Street Journal Interactive*, Yahoo! and others.

Wreaks Media Group is led by Bill Wreaks, former managing director for media at the Doremus Advertising unit of Omnicom Worldwide.

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