

For Immediate Release
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Mills Financial Marketing Wins 4th National Marketing Award

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Storm Lake, IA – For the fourth year in a row, Mills Financial Marketing (MFM) brought home an American Bankers Association Financial Marketing Award, one of the most prestigious honors in financial marketing. MFM was awarded first place in the "Impact" category at the 2009 ABA Marketing Conference in San Antonio on Tuesday, September 15th.

Out of more than 400 entries, MFM's **"Get in the Game"** campaign on behalf of StellarOne Bank stood out to earn the category's top award.

"Our goal with the campaign was to honor the American spirit; the determination and optimism that motivates us to 'get back in the game' even when times are tough," stated MFM President, Becki Drahota.



"Get in the Game" commercial for StellarOne Bank

A panel of financial service marketers and advertising professionals across the country judged each entry based on execution of the communications strategy, message and positioning, as well as the campaign's overall results.

Entries were divided into 6 categories including annual report, branding, customer acquisition and retention, financial education, humor and impact. Each category was judged according to banks' asset levels. Entrants included banks, savings and loans, insurance companies, brokerage firms, investment firms, and credit card companies.

About Mills Financial Marketing

For 34 years, the MFM team has been consistently recognized for its creative efforts and results-focused integrated marketing campaigns, winning awards on both a state and national scale. MFM exclusively serves the financial industry with integrated marketing solutions, providing advertising, public relations, training, research, direct response, creative execution and design, interactive and web services, marketing, and strategic planning. MFM currently serves over 30 financial institutions in 20 states, and has locations in Storm Lake and Des Moines, IA.

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