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Mills Financial Marketing Brings Home National Marketing Award

STORM LAKE, IA — For the third year in a row, Mills Financial Marketing (MFM) received one of the nation's most prestigious honors for financial marketing by winning in the Customer Retention category at the American Bankers Association Marketing Conference on September 15, 2008.

Out of 400 entries in 10 different categories, MFM's unique merger and acquisition packet took the runner-up award in the category of Customer Retention on behalf of Illinois-based Castle Bank.

"We're so happy to have won in this category, particularly because mergers and acquisitions are a true niche for us," stated MFM Principal Becki Drahota. "But even more important, we're happy to have developed such a successful process for Castle Bank, and one that has helped so many of our clients achieve retention rates exceeding 95%. Creating a smooth transition for both bank and customer – that's the real goal."

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 10 categories including annual report, brand, community service, customer acquisition, customer retention, diversity, financial education, humor, inspiration, and internal branding. 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.

Mills Financial Marketing has for its 35-year history specialized in serving financial institutions, consistently working for dominant and emerging community/regional banks (and several credit unions) since that time. The company's client roster includes century banks, mature market leaders, de novos, and regional independent banks.

Mills Financial Marketing has also been consistently recognized for its creative efforts and results-focused integrated marketing campaigns. Mills provides advertising, public relations, training, research, direct response, creative execution and design, interactive and web services, marketing, and strategic planning. Mills currently serves over 30 financial institutions in 17 states, and has locations in Storm Lake and Des Moines, IA.



Nick Vaglio from the ABA congratulates MFM on their award.



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