



Citi Global Wealth Management's Malcolm Fitch, Sarah Anderson, and Brian Mindlin (left, 3rd to left, and 4th to left, respectively) and Baseline principals Julie Marable and Darcy Flanders (far right and 2nd to left, respectively).



(From left to right) Designer Brenda Fiorentini, Baseline principal Julie Marable, and Joanne Choi from Goldman Sachs.



(From left to right) Designer Brenda Fiorentini, Citi Private Bank's Abby Barnett, Baseline principals Darcy Flanders and Julie Marable, and Citi Private Bank's Jane Miglierina.

Innovative Design Earns Firm Recognition at Portfolio Awards Baseline Design Takes One Gold and Two Silver

New York, NY May 2007—Baseline Design principals Darcy Flanders and Julie Marable had their hands full at the Financial Communications Society's 13th annual Portfolio Awards. Full of awards that is! Held in the renowned Hammerstein Ballroom at Manhattan Center Studios, The Portfolio Awards recognize those companies that excel in advertising and marketing in the competitive financial services category. Baseline entered three projects into the prestigious contest and won for each venture. A silver was awarded for the rebranding of Citi Private Bank's Collateral Materials, as well as a silver for a fund launch brochure designed for Goldman Sachs Asset Management. A gold was earned for the conference support materials assembled for Citi Private Bank's Aircraft Finance Team.

Baseline is no stranger to the FCS's winner's podium. Last year's event celebrated Baseline's victory in the category of Corporate Image, with a fresh rebranding for Citi Alternative Investments collateral materials.

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 15 senior level marketing executives from both agencies and financial corporations such as VISA, Merrill Lynch, and Dreyfus.

About Baseline Design

Baseline is a New York City-based graphic communications firm with extensive experience designing fresh and innovative printed collateral and web-based solutions for a wide variety of corporate, institutional, and not-for-profit clients. Successful Baseline efforts range in scope from logo design and corporate identity programs, invitations, calendars of events, fund rollouts, conference support materials, trade show booths, premium/incentive items, product and service brochures, catalogs, newsletters, direct mail pieces, presentation kits, advertising and annual reports through e-communications and website design.

Baseline is certified as a Women's Business Enterprise (WBE) with New York City, New York State, and the Women's Business Enterprise National Council (WBENC), and holds membership in WPO, NAWBO, NAFE, and AIGA.

For further information about Baseline Design, visit our website at www.baselinedesign.com or contact Darcy Ann Flanders at **(212) 925-1656**.