

**Final Call –
June 06, 2011**



*The Academy Awards
of Annual Reports*

- Publicly Held Corporations
- Privately Owned Companies
 - Government Agencies
- Not-for-Profit Organizations
 - Associations

25th Anniversary
Honoring Excellence in Annual Reports

2010 ATTENDEES



Glamor reigns for guests hailing from Hong Kong (*standing*) Peter Yeo TOPPAN VITE, Kiichiro Sakaguchi and Johnny Law IN-DESIGN, (*seated*) Doris Chan and Rebecca Wong CHINA TELECOM, with Joyce Wong and Lisa Wong EDICO FINANCIAL PRESS.



The terrific team from EISENMAN ASSOCIATES, James Huang and Irene Galperin, with client Cheryl Fletcher (*center*) AFC ENTERPRISES, INC. (USA).



Thrilled with the great news of taking the TITANIUM ACHIEVEMENT Award is Jong Kook Yi INCA COMMUNICATIONS (Korea)



Deeply honored to accept the BEST OF SHOW Trophy for client NEENAH PAPER is Jason Miller, ADDISON (USA)



Thumbs up to all the fabulous winners! Party on!

The 2011 MerComm Annual Report Competition

Twenty-Five Years and Celebrating!

The year was 1987.

- Ronald Reagan challenged Mikhail Gorbachev to tear down the Berlin Wall.
- The Dow Jones Industrial Average closed above the 2,500 mark for the first time in history in July . . . followed by the financial crash of Black Friday in October.
- Internationally appraised, the film *The Last Emperor* would go on to win all nine Oscars for which it was nominated at the 60th anniversary Academy Awards.
- And the **ARC Awards** premiered with PepsiCo capturing the first BEST OF SHOW!

The competition began with a unique idea. It was conceived to operate in a totally new manner: The **ARCs** would be the only annual report competition to exist with complete independence. It would not be tied to any magazine or trade association. They would accept no advertising or outside sponsorships. There would be no memberships, partnerships or cliques of judges which could hold vested interest in the outcome of the competition.

Excellence and ethics were the hallmarks of the **ARC Awards** since its inception. The over-riding concept was to create a competition that is pure and honest, accountable to the nominators, while giving honor and recognition to the talented professionals who produce their company's or their client's annual report.

Our mission continues: to increase the visibility of the annual report as the pinnacle of a company's communications efforts. Major exhibitions of the **ARC Awards** winning reports now take place in Germany and Hong Kong. This year, the annual reports will also be on display in Switzerland and possibly even Singapore! We plan to further expand global awareness of the artistry, beauty and creativity of the work.

One can only wonder what annual reports will look like 25 years from now - in 2036 - but we have a good idea which awards program will be there to celebrate! The **ARC Awards** look joyfully to the future - to online ARs, new media communications, and always, the classic, eternal, evolving annual report.

Wishing you honor, kudos and success!



Reni L. Witt
President
MerComm, Inc.

**There's still time!
Deadline Extended
June 06, 2011**

P.S. The deadline is **May 05, 2011**. We look forward to the possibility of presenting your illustrious winning annual report at the **25th anniversary ARC Gala** in New York City and at the exhibitions around the world!

Champagne Reception 2010 ARC Gala



Thrilled with numerous awards, Terence Lau and Claudia Choi **IONE FINANCIAL PRESS LIMITED** will capture the **BEST OF HONG KONG** Grand Award.



A special event for award winner Robert Foney **INVESTORS CAPITAL HOLDINGS (USA)** and double Grand Award winner Shannon Dean **CALIFORNIA WATER SERVICE GROUP**.



From Sri Lanka, Mrs. Rochelle and Dr. Vijith Kannangara **SMART MEDIA**, who would go on to excellence, winning the **PLATINUM ACHIEVEMENT** Award.



BEST OF SHOWS Through the Years

1987
PEPSICO, INC.

1988
BRISTOL-MEYERS COMPANY
Nominated by:
Arnold Saks Associates

1989
HASBRO, INC.

1990
INTERNATIONAL PAPER
Nominated by:
Arnold Saks Associates

1991
WILLIAMS-SONOMA
Nominated by:
Broom & Broom, Inc.

1992
ALCOA
Nominated by:
Arnold Saks Associates

1993
WHIRLPOOL CORPORATION

1994
CARE

1995
IBM CORPORATION

1996
EXECUTIVE RISK, INC.
Nominated by:
Bertz Design Group

1997
THE COCA-COLA COMPANY
Nominated by:
Executive Arts, Inc.

1998
IBM CORPORATION

1999
NIKE, INC.

2000
A.G. EDWARDS, INC.
Nominated by:
Meta 4 Design, Inc.

2001
IBM CORPORATION
Nominated by:
VSA Partners, Inc.

2002
DOW JONES & COMPANY
Nominated by:
EAI

2003
GENERAL MOTORS
Nominated by:
BCN Communications

2004
IBM CORPORATION
Nominated by:
VSA Partners, Inc.

2005
HARLEY-DAVIDSON, INC.
Nominated by:
VSA Partners, Inc.

2006
NOVARTIS
Switzerland

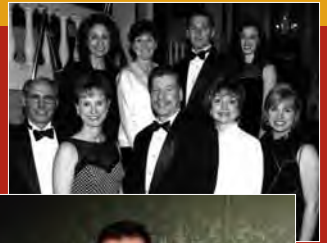
2007
MARQUARD & BAHL AG
Germany

2008
GREATER TORONTO AIRPORTS AUTHORITY
Canada

2009
CALIFORNIA WATER SERVICE GROUP

2010
NEENAH PAPER, INC.
Nominated by:
Addison

2011
YOUR ANNUAL REPORT???



2010 BEST OF CATEGORIES WINNERS

BEST OF SHOW	Addison for NEENAH PAPER, INC. (USA)	PRINTING & PRODUCTION	FIRST RABBIT GmbH for OLDENBURGISCHE LANDESBANK AG (Germany)
PLATINUM ACHIEVEMENT <i>Agency which places the most wins on behalf of its clients</i>	Smart Media - The Annual Report Company (Sri Lanka)	GREEN, ENVIRONMENTALLY SOUND ANNUAL REPORTS	Con Edison (USA)
TITANIUM ACHIEVEMENT <i>Agency with the highest percentage of wins for its clients</i>	INCA Communications (Korea)	NON-PROFIT ORGANIZATIONS	Edelman for CAMFED (USA)
COVER DESIGN <i>Graphics & Text</i>	Faschingbauer & Schaar Werbeagentur GmbH for ANDRITZ AG (Austria)	NON-ENGLISH ANNUAL REPORTS <i>German Language</i>	FIRST RABBIT GmbH for OLDENBURGISCHE LANDESBANK AG (Germany)
COVER DESIGN <i>People & Portraits</i>	Novartis International AG (Switzerland)	NON-ENGLISH ANNUAL REPORTS <i>International</i>	Lucre Beyond for SAMSUNG/CHEIL INDUSTRIES (Korea)
COVER DESIGN <i>Various</i>	Ideas on Purpose for PFIZER (USA)	NON-TRADITIONAL ANNUAL REPORTS <i>USA</i>	Addison for NEENAH PAPER, INC. USA
CHAIRMAN'S LETTER <i>USA</i>	California Water Service Group	NON-TRADITIONAL ANNUAL REPORTS <i>International</i>	Bertelsmann AG (Germany)
CHAIRMAN'S LETTER <i>International</i>	Daiwa House Industry Co., Ltd. (Japan)	ON-LINE ANNUAL REPORTS <i>USA</i>	Corporate Reports Inc. for CATERPILLAR
INTERIOR DESIGN <i>USA</i>	International Finance Corporation	ON-LINE ANNUAL REPORTS <i>International</i>	Engine Digital for TELUS (Canada)
INTERIOR DESIGN <i>Europe</i>	mind(21) factory for SPARDA BANK BADEN-WÜRTTEMBERG (Germany)	CORPORATE RESPONSIBILITY & SUSTAINABILITY REPORTS	Credit Suisse, Corporate Communications (Switzerland)
INTERIOR DESIGN <i>Hong Kong</i>	Toppan Vite Limited for GREENTOWN CHINA HOLDINGS LIMITED	SUMMARY ANNUAL REVIEWS	Ideas on Purpose for PFIZER (USA)
INTERIOR DESIGN <i>International</i>	INCA Communications for POSCO CO., LTD. (Korea)	ANNUAL REPORTS WITH FORM 10-K	Addison for VULCAN MATERIALS COMPANY
WRITTEN TEXT <i>USA</i>	California Water Service Group	BEST OF AUSTRIA	Mensalia GmbH for ALPINE BAU GMBH
WRITTEN TEXT <i>International</i>	Mensalia/Büro X Wien for TELEKOM AUSTRIA AG (Austria)	BEST OF CANADA	Greater Toronto Airports Authority
PHOTOGRAPHY <i>USA</i>	Nesnadny + Schwartz for THE PROGRESSIVE CORPORATION	BEST OF GERMANY	BurdaYukom Publishing GmbH for AUDI AG
PHOTOGRAPHY <i>Europe</i>	HGB Hamburger Geschäftsberichte GmbH & Co. KG for DEUTSCHE TELEKOM AG (Germany)	BEST OF HONG KONG	iONE Financial Press Limited for SINCERE WATCH (HONG KONG) LIMITED
PHOTOGRAPHY <i>Hong Kong</i>	Format Limited for TRINITY LIMITED	BEST OF JAPAN	Daiwa House Industry Co., Ltd.
PHOTOGRAPHY <i>International</i>	INCA Communications for STX CORPORATION (Korea)	BEST OF KOREA	S/O Project for NHN
ILLUSTRATIONS	Lloyd Northover for HONGKONG ELECTRIC HOLDINGS LTD. (Hong Kong)	BEST OF MÉXICO	Signi Design for COCA-COLA FEMSA
FINANCIAL DATA	Yellow Creative (HK) Limited for MTR CORPORATION LIMITED (Hong Kong)	BEST OF TURKEY	Garanti Bank
		BEST OF USA	Addison for THE BLACKSTONE GROUP
		BEST OF INTERNATIONAL	Petratrix for PHOENIX MECANO (Switzerland)

JUDGING PROCEDURES

Criteria for Judging

The ARC Awards Competition is unique in that each annual report is judged against itself, based on its success in communicating its company's story. Judging is based not on corporate profitability or expensive production but on the values of creativity, clarity, effectiveness and excellence as symbolized by the ARC Awards.

Some of the elements to be considered in the judging of the annual reports include: cover design, chairman's letter, interior design, clarity of written text, photography, presentation of corporate information, expression of financial data, and how well the spirit of the organization is communicated.

Judging Process

The ARC Awards are conducted as a "blind" judging. (Nominating agency names are withheld from the judges.)

Each entry is evaluated three separate times during the preliminary rounds. The three sets of scores are then averaged into a single score for the individual entry. A certain minimum score must be achieved to qualify for an award. Only one Gold, Silver, Bronze and Honors Award will be given in each classification; however, if no entry scores high enough, no award will be given.

The Judges

Judges come from around the globe to participate on the ARC jury panels. Preliminary judging is carried out independently by panels of judges representing leaders in the fields of investor relations, writing, design and photography. Final judging is made by presidents, CEOs and other senior executives of corporations, agencies, and design firms.

The Winners

Annual reports scoring in the top 25 percent will be awarded Honors, Bronze, Silver and Gold certificates of outstanding achievement. All Gold Award winners become candidates for the Best of Category - Grand Awards. An ARC Award plaque will be presented to each of the Grand Award winners. The Best of Show trophy will be presented to the one top annual report that best exemplifies the spirit of the ARC Awards.

Awards Ceremony

The ARC Awards will be presented during a Gala Champagne Cocktail Reception and Banquet set for Thursday evening, September 22nd in New York City. All winning annual reports will be on display. All winners will be called to the stage to receive their awards.

Important - Award Certificates

Should your entry win an award, your certificate will be personalized in the following format:

Nominating Company
Client Company
"Title of Annual Report"
Category

If you would prefer any variation to the official format, you must let us know in writing on the entry form.

Judges

The distinguished panel of judges recognizes the art of communications in a global economy and the science of new technologies that enable the worldwide exchange of ideas and information. Members of the judging faculty will evaluate the entries based on the standards of international excellence through the measures of creativity and craft.

33 Visual - MEXICO
Abbott Laboratories
Addison
AHA Design - AUSTRIA
AIR Health
Alex Schkrutz Consultancy
AND Partners
Arnold Saks Associates, Inc.
Banco Popular North America
Bank of China - HONG KONG
Baxter International
BBDO Detroit
BCN Communications
Beau Gardner Associates Inc.
Bertz Design Group
Booz Allen Hamilton
Burgess Strategic Marketing Services
Burson - Marsteller
Carlow University
Carnegie Mellon University
Charles Schwab
CHC Enterprises
Chicago Transit Authority
Ciel Design Partners
CLP Holdings Ltd - HONG KONG
CME Group
Coal Creative Consultants - SINGAPORE
Continuum Health Communications
Coyne Public Relations
Creative Fire - CANADA
Critt Graham + Associates
Curran & Connors, Inc.
Curtis Group
Daniel Kennedy Communications Services
Decker Design
Donahue Communications Inc.
Edelman
Eisenman Associates
Equity Group - HONG KONG
Euroclear - BELGIUM
Family Health International
Federal Reserve Bank of Chicago
Flughafen Wien AG - AUSTRIA
Gabbe Group
G+J Corporate Editors - GERMANY
Greater Toronto Airports Authority - CANADA
Greg Kinch Photography
Hirschhorn Central Communications
Honey Communications - KOREA
Horizon Film & Video
Ideas on Purpose
i.LINK Group Limited - HONG KONG
Image Boutique Productions Ltd - HONG KONG
Inca Communications - KOREA
INC Design
In-Design - HONG KONG
Inergy Group
Insight Creative - NEW ZEALAND
iONE Financial Press - HONG KONG
Jim Barber Studio
John Giammatteo Photographs
John Madere Photography
Kerry Properties - HONG KONG
Kitty Hawk Studios
KRS Consulting
KuKa AG - GERMANY
Lambs Farm
Lockheed Martin Corporation
M&M Consultancy - HONG KONG
MacDonald Design - CANADA
Maloney & Fox
Mark Joseph Photography, Inc.
Marsteller
MasterCard
MEDIA GENESIS
Mensalia GmbH - AUSTRIA
Meta-4 Design Inc.
METAL
Mike Klodnicki & Associates
Mind(21)Factory - GERMANY
MWW Group
Northeastern University
O'Connor & Partners
Origin Design
Ove Design + Communications Ltd. - CANADA
Paragraphs
Perlgut Group
Phoenix Communications Ltd. - HONG KONG
Pitt Magazine
Q&E Advertising - SRI LANKA
Ravelle Brickman Public Relations
Red Lizard Creative
Ringzwei - GERMANY
Robert Wood Johnson Foundation
RTL Group - LUXEMBOURG
Rutgers University
Savage Branding & Corporate Design
Sedgwick Richardson - HONG KONG
Sedgwick Richardson - SINGAPORE
Shian Inc. - JAPAN
Shoemake Photography Inc.
Signi Design - MEXICO
Skaggs Advertising & Design
Smart Media - SRI LANKA
Smith & Associates - CANADA
Soapbox Design Communications - CANADA
S/O Project - KOREA
Southern Company
SRP
Stage 3 Productions, Inc.
Stan Gellman Graphic Design Inc.
Strategic Alliance International
Studio 210
Taylor & Ives
Ted Horowitz Photography
The Design Associates Ltd. - HONG KONG
The Hong Kong Institute of Education - HONG KONG
Thema Communications - GERMANY
The Third Age - SOUTH KOREA
Thiel Design
Tierney Communications
Time, Inc. Content Solutions
Toppan Vite Limited - HONG KONG
Twice Graphics - HONG KONG
University of Pittsburgh
VSA Partners
VWA/see see eye
Weber Shandwick Worldwide
William Blair & Company
Yellow Creative (HK) Limited - HONG KONG

Who

The competition is open to all organizations and individuals involved in the process of producing annual reports for publicly held or privately owned companies, government agencies, associations, and not-for-profit organizations.

What

The following must be included in order to process your entry:

- Completed entry form
- 3 copies of each annual report submitted for each category/classification (example: your annual report enters three categories — send 9 copies)
- Entry fee

Note: for definitions of Category Classifications, please see www.mercommawards.com.

All entries must be based on the 2010 calendar year or any part of the fiscal year that includes 2010.

Deadline Extended
June 06, 2011

When

All entries postmarked by ~~May 05, 2011~~ will be considered by the ARC Awards distinguished panel of judges and advisors. Written notification will be sent to the nominator upon receipt of the entry(ies).

Where

Send fee, entry form and submission to MerComm, Inc., 500 Executive Boulevard, Ossining-on-Hudson, NY 10562. Make checks payable in U.S. dollars to MerComm/ARC. Credit card payment is also accepted via phone 1-914-923-9400. Contact our office for details concerning bank transfers.

Why

The ARC Awards stands for "Annual Report Competition." Beyond the acronym, "arcs" represent the longitudinal and latitudinal lines circling the earth, symbolizing the global reach of this international competition.

Deadline Extended – June 06, 2011

ARC 2011 Calendar

May 5th • Deadline
July 26th • Winners Notified
September 22nd • Awards Gala

MUSEUM FOR ART & COMMERCE - Hamburg, Germany Hosted by HGB Hamburg Geschäftsberichte GmbH



THE ROTUNDA, EXCHANGE SQUARE - Central, Hong Kong Hosted by Toppan Vite Limited



CLASSIFICATIONS

CORPORATIONS

- 001 Aerospace & Defense
- 002 Agriculture/Agri-Business
- 003 Airlines
- 004 Airport Management (Corporation)
- 005 Apparel & Accessories
- 006 Automobiles & Trucks
- 007 Automotive, Industrial & Personnel Services
- 008 Automotive Parts
- 009 Bank Holding Co.
- 010 Co-operative Banking
- 011 Digital Security
- 012 Diversified Power Management
- 013 Environmental/Climate Change
- 014 Fertilizer Production
- 015 International Cable
- 016 Mobile Network Operations
- 017 Operator/Broadband Provider
- 018 Plant Care Product Provider
- 019 Retail Pharmacy Industry
- 020 Shipbuilding & Construction
- 021 Steel
- 022 Vision Inspection
Computer Software
- 023 Wet Infrastructure Industry

Banking & Financial Services

- 024 Asia/South Pacific
- 025 Europe
- 026 Hong Kong/PRC
- 027 USA & Western Hemisphere

Banks

- 028 International
- 029 National
- 030 Regional
- 031 Local
- 032 Online
- 033 Savings & Loan
- 034 Beverages – USA
- 035 Beverages – Other Countries
- 036 Bio-Pharmaceuticals
- 037 Biotechnology
- 038 Broadcasting & Cable
- 039 Building Materials and Supplies
- 040 Cement & Aggregates
- 041 Chemicals
- 042 Clearing Services
- 043 Clothing & Accessories
- 044 Coal Production
- 045 Communications Services
- 046 Computers – Software
- 047 Conglomerate
- 048 Construction & Building

Construction/Engineering

- 049 Eastern Hemisphere
- 050 Western Hemisphere
- 051 Consumer Packaged Goods
- 052 Consulting Services
- 053 Distribution Services
- 054 Diversified Business
- 055 Dry Bulk Shipping
- 056 Education Services

- 057 Electric & Gas Services
- 058 Electronics
- 059 Electronics & Components

Electric Companies & Systems

- 060 U.S.A.
- 061 Other Countries
- 062 Electricity Generator and Retailer

Energy

- 063 Alternative
- 064 U.S.A.
- 065 Other Countries
- 066 Engineered Industrial Products
- 067 Entertainment
- 068 Exhibition & Interiors Design
- 069 Fashion Manufacturing

Financial Services

- 070 Brokerage & Commodity
- 071 Consumer & Specialty
- 072 Futures & Options Exchange
- 073 General
- 074 Institutional Fund Mgt.
- 075 Self-Regulatory Organization
- 076 Venture Capital Investment

- 077 Food & Cons. Packaged Goods
- 078 Food Dists. Proc. & Wholesalers
- 079 Forest Products
- 080 Furniture Manufacturing
- 081 Gaming
- 082 Gas Dist., Transp. & Transm.
- 083 Global Consumer Products
- 084 Graphic Design
- 085 Grocery – Retail
- 086 Health & Life Sciences
- 087 Health and Well-Being Products
- 088 Healthcare Industry Services
- 089 Healthcare Technology
- 090 Heavy Machinery
- 091 Holding Companies
- 092 Hotel & Casino
- 093 Hotel & Leisure
- 094 Household Products
- 095 Housing
- 096 Industrial Gas Supplier
- 097 Information Services
- 098 Information Technology
- 099 Infrastructure Company

Insurance

- 100 Financial Services
- 101 General
- 102 Life & Health
- 103 Property & Casualty
- 104 Reinsurance
- 105 Internet Service Provider
- 106 Investment/Power & Business
- 107 IT Services & Solutions
- 108 Logistic Enterprises
- 109 Luxury Goods
- 110 Mail & Document Management

Manufacturing

- 111 Construction Materials
- 112 Equipment & Supplies
- 113 Manufacturing & Distributing
- 114 Marine Ship Building & Repairs

- 115 Marketing & Sales
- 116 Materials for Electronics
- 117 Media Company
- 118 Medical Equipment/Technology
- 119 Metals – Specialty
- 120 Mining: Ferrous & Nonferrous
- 121 Minting/Coin Production
- 122 Mobile Content Developer
- 123 Motorcycles

Multi & General Industry

- 124 Consumer
- 125 Manufacturing
- 126 Multi-Industry – Products & Svcs.
- 127 Municipal Services
- 128 Oil & Gas Production Services
- 129 Packaging
- 130 Paper Manuf. & Related Products
- 131 Pharmaceuticals – General
- 132 Pharmaceuticals – Specialty
- 133 Photo Finishing
- 134 Printing & Publishing
- 135 Property
- 136 Railroads
- 137 Railway & Property
- 138 Rating Agency

Real Estate Investment Trust (REIT)

- 139 Commercial/Industrial/Office
- 140 Retail/Shopping Centers
- 141 Various & Multi-Use

Real Estate Development/SVC

- 142 Commercial/Industrial
- 143 Global/Commercial
- 144 Residential Properties
- 145 Retail/Shopping Centers
- 146 Various & Multi-Use

- 147 Restaurants

Retail

- 148 Convenience & Dept. Stores
- 149 Fashion
- 150 International
- 151 Jewelry
- 152 Specialty Stores
- 153 Residential Business
- 154 Semiconductor Technology
- 155 Shipping Services
- 156 Specialty Chemical
- 157 Sports Equipment & Goods
- 158 Technologies/Engineering

Telecommunications

- 159 Asia
- 160 Europe
- 161 U.S.A. & Western Hemisphere
- 162 Telecommunications Equipment
- 163 Tobacco, Food & Beverage
- 164 Transportation & Trans. Leasing
- 165 Waste Recovery Solutions
- 166 Water Supply Cos. (Corporation)
- 167 Water Treatment
- 168 Wholesale Distributor
- 169 Wireless Service Provider
- 170 Other/Misc. Corporations (Please specify industry on entry form)

SPECIALIZED ANNUAL REPORTS

- 171 Community Benefits Report
- 172 Diversity Report
- 173 Guidebook
- 174 Social and Public Responsibility
- 175 Sustainability Report
- 176 Trend Report
- 177 Video A.R.
- 178 Other/Misc. (Please specify industry on entry form)

NON-PROFIT ORGANIZATIONS

- 179 Airport Management (Non-Profit)
- 180 Affordable Housing
- 181 Art Administration
- 182 Associations
- 183 Blood Products & Services
- 184 Chamber of Commerce
- 185 Children's Charity
- 186 Community Foundation
- 187 Community Service/Development
- 188 Donor Report
- 189 Educational Facility/Services
- 190 Education – Teachers
- 191 Environmental Coalition
- 192 Financial Services (Non-Profit)
- 193 Foundation
- 194 Global Development Institution
- 195 Government Agencies & Offices
- 196 Government Supported Tourism
- 197 Health & Education
- 198 Health & Safety
- 199 Homeless Services
- 200 Hospital
- 201 Humanitarian & Relief Org.
- 202 Immigration Services
- 203 Land Preservation
- 204 Local Government
- 205 Museum
- 206 Pension Fund
- 207 Performing Arts
- 208 Power Authority
- 209 Public Land Developer
- 210 Public Service
- 211 Racing Club
- 212 Research Institute
- 213 Science & Technology (Non-Profit)
- 214 Social Service Organizations
- 215 University
- 216 Waste Materials & Recycling
- 217 Water Supply Company (Non-Profit)
- 218 Other/Misc. Non-Profit Org. (Please specify type of organization on entry form)

THE 25TH ANNIVERSARY ARC AWARDS

The International Symbol for Excellence in Annual Reports

DEADLINE: ~~MAY 05, 2011~~ June 06, 2011

Remember — send 3 books per Category!

Please fill out this page for each annual report submitted.

Log number
Official Use only

ENTRY INFORMATION

TITLE OF ANNUAL REPORT

Suggestion: use phrase or text from cover of the annual report

THEME OR GOAL

You may type on separate sheet of paper. Please be brief.

CATEGORY & CLASSIFICATION (see three digit codes on opposite page) Ex: Write in boxes below.

CORPORATIONS: 2010 A.R.s

Overall Presentation (choose only one)

Traditional Format	AR	<input type="checkbox"/>
A.R. with Form 10-K	KW	<input type="checkbox"/>
Non-Traditional A.R.	NT	<input type="checkbox"/>
Specialized A.R.	SP	<input type="checkbox"/>
Summary Annual Review	SR	<input type="checkbox"/>
Off-Calendar Accounting (2009 A.R.)	OF	<input type="checkbox"/>
Non-English A.R.	NE	<input type="checkbox"/>

Featured Categories (choose any or all)

Cover Photo/Design	CD	<input type="checkbox"/>
Chairman's Letter	CL	<input type="checkbox"/>
Interior Design	ID	<input type="checkbox"/>
Written Text	WT	<input type="checkbox"/>
Photography	PH	<input type="checkbox"/>
Illustrations	IL	<input type="checkbox"/>
Financial Data	FD	<input type="checkbox"/>
Printing & Production	PP	<input type="checkbox"/>
Green/Environmentally Sound A.R.	GR	<input type="checkbox"/>

Interactive

Online A. R.*	IT	<input type="checkbox"/>
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NON-PROFIT ORGANIZATIONS: 2010 A.R.s

Overall Presentation (choose only one)

Traditional Format	NP	<input type="checkbox"/>
Non-Traditional A.R.	NT	<input type="checkbox"/>
Off-Calendar Accounting (2009 A.R.)	OF	<input type="checkbox"/>
Summary Review	SR	<input type="checkbox"/>
Non-English A.R.	NE	<input type="checkbox"/>

Featured Categories (choose any or all)

Cover Photo/Design	CD	<input type="checkbox"/>
President's Letter	PL	<input type="checkbox"/>
Interior Design	ID	<input type="checkbox"/>
Written Text	WT	<input type="checkbox"/>
Photography	PH	<input type="checkbox"/>

Interactive

Online A.R.*	IT	<input type="checkbox"/>
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OTHER/MISC – (Codes 170, 178 or 218) Describe industry or organization:

*ON-LINE A.R.s provide URL:

NOMINATOR INFORMATION

YOUR NAME <input type="checkbox"/> MR. <input type="checkbox"/> MS.		TITLE	
AGENCY, CORPORATION, OR ORGANIZATION			
STREET ADDRESS		CITY	
STATE	ZIP/POSTAL CODE	COUNTRY	
PHONE <small>Country Code / City Area Code / Number</small>	FAX <small>Country Code / City Area Code / Number</small>	E-MAIL	URL

CLIENT INFORMATION

CLIENTS NAME <input type="checkbox"/> MR. <input type="checkbox"/> MS.		TITLE	
CORPORATION OR ORGANIZATION			
STREET ADDRESS		CITY	
STATE	ZIP/POSTAL CODE	COUNTRY	
PHONE <small>Country Code / City Area Code / Number</small>	FAX <small>Country Code / City Area Code / Number</small>	E-MAIL	URL

2011 ARC AWARDS

Master Payment Form

Fill out this section once and attach with payment. Upon receipt, all entries become property of MerComm, Inc. which may be used for display and exhibition purposes

NUMBER OF ENTRIES

Corporations: 2010 A.R.s

<input type="checkbox"/>	Annual Report - Traditional	@ \$310 = \$	_____
<input type="checkbox"/>	A.R. with 10-K	@ \$310 = \$	_____
<input type="checkbox"/>	Non-Traditional A.R.	@ \$310 = \$	_____
<input type="checkbox"/>	Specialized A.R.	@ \$310 = \$	_____
<input type="checkbox"/>	Summary Annual Review	@ \$310 = \$	_____
<input type="checkbox"/>	Off-Calendar (2009 A.R.)	@ \$310 = \$	_____
<input type="checkbox"/>	Non-English A.R.	@ \$310 = \$	_____
<input type="checkbox"/>	Cover Photo/Design	@ \$255 = \$	_____
<input type="checkbox"/>	Chairman's Letter	@ \$255 = \$	_____
<input type="checkbox"/>	Interior Design	@ \$255 = \$	_____
<input type="checkbox"/>	Written Text	@ \$255 = \$	_____
<input type="checkbox"/>	Photography	@ \$255 = \$	_____
<input type="checkbox"/>	Illustrations	@ \$255 = \$	_____
<input type="checkbox"/>	Financial Data	@ \$255 = \$	_____
<input type="checkbox"/>	Printing & Production	@ \$255 = \$	_____
<input type="checkbox"/>	Green A.R.	@ \$255 = \$	_____
<input type="checkbox"/>	Online A.R. - Interactive	@ \$255 = \$	_____

Non-Profit Organizations: 2010 A.R.s

<input type="checkbox"/>	Traditional A.R.	@ \$235 = \$	_____
<input type="checkbox"/>	Non-Traditional A.R.	@ \$235 = \$	_____
<input type="checkbox"/>	Off-Calendar (2009 A.R.)	@ \$235 = \$	_____
<input type="checkbox"/>	Summary Review	@ \$235 = \$	_____
<input type="checkbox"/>	Cover Photo/Design	@ \$195 = \$	_____
<input type="checkbox"/>	President's Letter	@ \$195 = \$	_____
<input type="checkbox"/>	Interior Design	@ \$195 = \$	_____
<input type="checkbox"/>	Written Text	@ \$195 = \$	_____
<input type="checkbox"/>	Photography	@ \$195 = \$	_____
<input type="checkbox"/>	Online A.R. - Interactive	@ \$195 = \$	_____

<input type="checkbox"/>	TOTAL NUMBER OF ENTRIES	Fee Subtotal \$	_____
<input type="checkbox"/>	○ 5-10 Entries, 5% Discount		- \$ _____
<input type="checkbox"/>	○ 11-20 Entries, 10% Discount		- \$ _____
<input type="checkbox"/>	○ 21+ Entries, 20% Discount		- \$ _____

TOTAL FEES PAID \$ _____ **(U.S. Dollars)**

Check Enclosed (Drawn on U.S. Banks only.) Bank-to-Bank Transfer
(contact us for details)

American Express
 - -

Exp. -

MasterCard/Visa
 - - -

Exp. -

Cardholder's Name _____

Company _____

Cardholder's Signature _____

Please return entries. We'll contact you regarding costs.

Make checks payable and mail to:

MerComm/ARC T: 1-914-923-9400
 500 Executive Boulevard F: 1-914-923-9484
 Ossining-on-Hudson, NY 10562 USA E: info@mercommawards.com

DEADLINE: ~~MAY 05, 2011~~ June 06, 2011

SHIPPING INSTRUCTIONS:

Mailing/shipping costs are at the entrant's expense. Send entry materials along with entry forms and fees. To hasten your package through customs, please affix or mark in bold lettering outside the package - "Contest Material. No Commercial Value."