

## Winner of the "ROI Awards" For Exemplary Retail Merchandising

On May 17-18, 2006 Ozaukee Bank was one of the winners of the Retail "ROI Awards" Program at the Donald E. Stephens Convention Center at O'Hare International Airport. Other winners of the award included organizations that you may recognize such as the Atlanta Braves/Miller Zell Design Team and Cosi Restaurants/Little Diversified Design Team.

The "ROI Awards" are given to teams that have created design-based in-store promotions resulting in a quantitative "product lift." Awards are granted to a variety of organizations from financial institutions to department stores, from mass retailers to specialty locations.

Ozaukee Bank is truly leading the way in our approach to the client experience. Our goal is to create warmth, innovation, and privacy for clients in a setting where they feel comfortable discussing important life events. We do this through utilizing retailing tools, such as visual merchandising, displays, and seminars to remove barriers, encourage interaction, and deliver services based on client needs and expectation. Our goal is to get closer to our clients and find out what they want, need, hope and dream... all in an extremely customer-friendly setting. Hopefully clients will come to Ozaukee Bank to – Experience the Difference.