

News Release

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SCHWAB CLIENTS WIN BIG AT 2007 EDDY AWARDS

SAN FRANCISCO, Feb. 27, 2007 — Charles Schwab clients celebrated a strong showing at this year's Eddy Awards, a program sponsored by *Pensions & Investments* that recognizes best practices in defined contribution plan investment education. A total of six Schwab clients won awards, more than any other provider's clients, three of which were first place awards. The award ceremony was held at the Defined Contribution Conference on February 12 at the PGA National Resort & Spa in Palm Beach Gardens, Fla.

Ball Horticultural Company, a leader in the floriculture business, was recognized with a First Place award in the "Conversions" category for a campaign that employed concise language and colorful imagery. The campaign developed by Schwab also addressed the language and cultural needs of the company's significant Spanish-speaking employee population. Plan participation increased from 75 to 80 percent in just three months, and then increased to 83 percent after the first automatic enrollment period. "Our conversion campaign generated meaningful increases in employee participation and deferral rates. Perhaps more importantly, employees now are more engaged and are making more informed decisions about their futures," said Mike Williams, director of human resources at Ball Horticultural.

Jack in the Box Inc. also earned a First Place award in the "Conversions" category for its strategically branded conversion materials which captured the culture of the company while clearly explaining new plan enhancements. Jack in the Box Inc. faces the same challenges as other large quick food chains and retailers: effectively communicating the importance of investing and saving to a decentralized workforce while increasing overall participation. The 'Easy\$aver Plus Plan' Schwab developed for the conversion was very effective, producing an 18 percent gain in enrollment.

Williams-Sonoma, Inc. earned a First Place award in the "Training/Advocacy" category for an easy enrollment and advocacy program which generated 1,000 enrollments in the company's retirement plan. "We needed to find a way to reach our eligible associates in the stores and get them to enroll in the plan in a diversified mix of investments. The key was to engage our store managers to promote and educate the associates on the value of the company match and the importance of saving in the plan. The 'First You, Then Two' campaign we developed with Schwab and the use of an easy enrollment form significantly increased participation," said Nick de Porcel, vice president of compensation, benefits & HRIM at Williams-Sonoma, Inc.

Additional Schwab client winners included Electronic Arts Inc., the world's leading independent developer and publisher of interactive entertainment software for advanced entertainment systems, which earned a Second Place award in the "Ongoing Education" category for a campaign that increased plan participation from 51 to 65 percent among its staff of young and talented employees;

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Universal Orlando® Resort, which won a Second Place award in the “Ongoing Education” category for its “The 401(k) Kid” campaign that increased participation from 40 to 47 percent; and Karsten Manufacturing Corporation, maker of Ping® golf clubs, which earned a Third Place award in the “Ongoing Education” category, for providing extensive retirement education that reached a diverse employee base, with translated materials and presentations in multiple languages, including Spanish, Vietnamese, Chinese and Cambodian.

“As employers and employees continue to place an increasing emphasis on the importance of saving for retirement, this year’s Eddy Award winners serve as an example of how to create and deliver meaningful retirement plan education that drives action,” said Catherine Miller, vice president of participant programs for Charles Schwab. “We are proud to have played a role in the success of these clients and will continue to work with all of our clients to deliver participant education strategies tailored to their plan size, industry and needs.”

About Charles Schwab

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