

# News Release

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## **CHARLES SCHWAB CLIENTS EARN TWENTY PSCA 2007 SIGNATURE AWARDS**

Winners Include “Best of Show” for AAA Cooper Transportation and Gold for Bloomberg L.P.

**SAN FRANCISCO, Oct. 17, 2007** — Clients of Charles Schwab earned a total of 20 awards in the Profit Sharing/401(k) Council of America (PSCA) 2007 Signature Awards program – five times more than any other provider’s clients. The awards, which honor excellence in retirement plan communication and investment education, were announced September 25 at the PSCA annual conference in Palm Springs, CA. For three years running, Schwab’s clients have earned more participant education Signature Awards than any other provider’s clients.

AAA Cooper Transportation, a family-owned regional trucking firm, won the “Best of Show” award in the Large Company category, recognizing the company’s success in developing a retirement plan communications program called “Traveling Down the Road to Retirement” that reached a large and diverse workforce across 81 locations. As a result of the communications campaign, AAA Cooper Transportation’s plan participation rose to 82 percent, and the average deferral rate increased from 4.5 percent to 6.2 percent. AAA Cooper also won a gold specifically for its success increasing employee deferral rates in the Large Company category.

Bloomberg L.P., the global data, news and analytics company, won a gold in the Roth 401(k) category for its success communicating a new Roth 401(k) contribution option to employees. The company employed a variety of strategies to reach staff members, including an explanatory brochure and Podcasts, webcasts and live meetings via Bloomberg Satellite to reach participants in more than 50 locations. The campaign resulted in a 10 percent Roth 401(k) usage rate.

“We know how important financial fitness is to our clients and their employees, and we have made a concerted effort over the past several years to work with our clients to design and implement retirement plan strategies and education programs that achieve results,” said Jim McCool, executive vice president, Schwab Corporate & Retirement Services. “Our clients’ tremendous success in this year’s Signature Awards is a testament to the great work they are doing to educate employees and drive increased participation in plans, and we are proud to be able to support them in that success.”

Also as part of the 2007 Signature Awards, Schwab itself was recognized with a bronze award for effective communication to plan sponsors through its eSource monthly electronic newsletter for plan sponsors. eSource combines current plan information with more in-depth analysis on a variety of plan topics, such as guidance on the Pension Protection Act and developments in automatic plan tools.

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The complete list of Schwab client winners includes:

- AAA Cooper Transportation, Best of Show – Large Company
- AAA Cooper Transportation, Complete Campaign – Large Company (Gold)
- AAA Cooper Transportation, Increasing Deferrals – Large Company (Gold)
- Ball Horticultural Company, Asset Allocation – Small Company (Gold)
- Ball Horticultural Company, Increasing Participation – Small Company (Gold)
- Ball Horticultural Company, Complete Campaign – Small Company (Gold)
- Ball Horticultural Company, Language and Cultural Diversity (Silver)
- Bloomberg L.P., Roth 401(k) (Gold)
- Jack in the Box Inc., Train-the-Trainer/Advocacy Programs (Silver)
- JELD-WEN, Inc., Plan Design Changes (Gold)
- Monster Worldwide, Increasing Participation – Small Company (Bronze)
- RR Donnelley, Plan Conversion – Large Company (Silver)
- RR Donnelley, Asset Allocation – Large Company (Bronze)
- Savage, Plan Conversion – Small Company (Honorable Mention)
- Sovereign Bancorp, Inc., Increasing Deferrals – Large Company (Silver)
- Sovereign Bancorp, Inc., 401(k) Day (Bronze)
- Sovereign Bancorp, Inc., Increasing Participation – Large Company (Bronze)
- Williams-Sonoma, Increasing Participation – Large Company (Gold)
- Williams-Sonoma, Train-the-Trainer/Advocacy Programs (Gold)
- Williams-Sonoma, Complete Campaign – Large Company (Bronze)

### **About Schwab Corporate & Retirement Services**

Schwab Corporate & Retirement Services, a division of Charles Schwab & Co., Inc., provides broad range of investing services through the workplace, including employer-sponsored retirement plans direct to corporations or through a nationwide network of more than 300 retirement Third Party Administrators (TPAs). The division also offers the Schwab Personal Choice Retirement Account® and provides employee equity compensation plan services and corporate brokerage services, in addition to a range of recordkeeping, custodial and trustee services, which are available through The Charles Schwab Trust Company. Schwab Corporate & Retirement Services also includes Charles Schwab Clearing Services (CSCS), which provides mutual fund trading, settlement, and related clearing services to a small number of banks, brokerage firms and trust companies. As of September 30, 2007, assets held in Schwab Corporate & Retirement Services stood at \$235.2 billion.

### **About Charles Schwab**

The Charles Schwab Corporation (Nasdaq: SCHW) is a leading provider of financial services, with more than 306 offices and 6.9 million client brokerage accounts, 1.2 million corporate retirement plan participants, 212,000 banking accounts, and \$1.4 trillion in client assets. Through its operating subsidiaries, the company provides a full range of securities brokerage, banking, money management and financial advisory services to individual investors and independent investment advisors. Its broker-dealer subsidiary, Charles Schwab & Co., Inc. (member SIPC, <http://www.sipc.org>), and affiliates offer a complete range of investment services and products including an extensive selection of mutual funds; financial planning and investment advice; retirement plan and equity compensation plan services; referrals to independent fee-based investment advisors; and custodial, operational and trading support for independent, fee-based investment advisors through its Schwab Institutional division. The Charles Schwab Bank, N.A. (member FDIC) provides banking and mortgage services and products. CyberTrader®, Inc. (member SIPC, <http://www.sipc.org>) is an electronic trading technology and brokerage firm providing services to highly active, online traders. More information is available at [www.schwab.com](http://www.schwab.com). (1007-7579)

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