

**all that glitters
is not gold**

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Stillwater Mining Company 2011 Annual Report



- All that glitters is not gold — in fact, another precious element of growing market relevance is palladium. We love telling the unique story of Stillwater — America's only palladium and platinum producer — and its prospects for growth through diversification. Now celebrating 25 years of operations, Stillwater has an impressive past and an even brighter future.
- Stillwater Mining Company is America's only producer of palladium, platinum and related materials — known in the industry as PGMs. These precious metals are used both in jewelry and in auto catalysts to control vehicle emissions. For its 2011 report, Stillwater sought to achieve several goals: educate investors on the powerful market forces likely to spur demand for these commodities, explain its rationale for new projects that support its diversification strategy, and underscore its strong commitment to safety and sustainable operations.

Coca-Cola Enterprises 2011 Annual Report



- Smart leaders understand that companies sustain their success only by continuing to adapt and change. Today, change continues to unfold at Coca-Cola Enterprises (CCE), as does our successful 10-year relationship with this dynamic company. The 2011 Annual Report chronicles the Company's continuing journey toward further strengthening its position as one of the world's largest bottlers of Coca-Cola beverages.
- As the report's theme underscores, Coca-Cola Enterprises is uniquely "Creating Value The CCE Way." Both the print report and its interactive counterpart march through the strategies that will deliver value creation for its customers, consumers and shareholders. The report also offers a deeper dive into specific marketing initiatives in each of CCE's key markets — the U.K., France, Norway, Sweden and the Benelux countries. Crisp photography shot on location in each of these markets further brings the CCE story to life. As a result, the report serves effectively as both an investor communication and a corporate marketing vehicle.

Darden 2010 Annual Report



- After 40 years of growth, the world's largest casual dining company, which includes Red Lobster, Olive Garden and Longhorn Steakhouse, continues to approach its business like a start-up. Darden Restaurants' 2010 Annual Report, "Still Hungry?" focuses on Darden's culture of innovation and continuous improvement that ensures great guest experiences and sustained sales growth. The Report explores the central operational imperatives that have fueled Darden's growth since its inception. Entering our second decade serving this \$7 billion company, innovation and creativity remain essential ingredients in our collaboration.

**all that sparkles
is not money**

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LapCorp 2009 Annual Report



- During our continuing 12-year collaboration with the nation's fastest-growing clinical laboratory, LabCorp's best-in-class leadership in genomic testing has delivered exceptional results for patients and do ctors, as well as for investors. In fact, LabCorp's average annual total return over the last decade has outpaced the S&P 500 by over 10.5 percent. The 2009 Annual Report, "We Deliver Results," invites readers to examine the powerful strategic and operational model that drives LabCorp's success. With appealing graphics, a shareholder letter filled with strategic insights and a strong narrative flow throughout the book, the report provides a deep dive into the cutting-edge science that fuels LabCorp's extraordinary financial performance.

Newell Rubbermaid 2009 Annual Report



- Newell Rubbermaid's 2009 Annual Report turns its ticker symbol into an iconic theme, "Brand NWL," to explain how the same critical success factors that account for its product success in the consumer marketplace also drive its success in the financial marketplace. The graphic device of the ticker is carried throughout the report as the narrative copy explains how corporate initiatives are helping Newell Rubbermaid become the consummate consumer products company to generate sustained, profitable growth. The same theme and graphics were leveraged into slide template designs and signage at the company's investor event, where it marketed "Brand NWL" to the institutional investment community.

Caterpillar 2011 Year in Review



- An effective interactive report achieves the careful balance between form and function. The Caterpillar 2011 Year In Review combines well-formed messaging and content organization with dynamic functionality to present a compelling account of how this global leader is helping its customers provide "What the World Needs" — energy, infrastructure and commodities for starters.
- There was no shortage of stories for Caterpillar to tell in 2011. The company delivered record-breaking sales and profitability, while integrating more than \$2 billion in acquisitions and investing billions more in capacity expansion around the world.
- Through case studies and video interviews with senior management, the report weaves together a story of growing global demand for Cat products and services backed up by disciplined execution. The 2011 Caterpillar Year in Review is presented exclusively online and complemented by a table and smartphone app.