

ANNOUNCING... DALBAR COMMUNICATION SEAL FOR YOUR WEBSITE

May, 2011

Commencing First Quarter, 2011, DALBAR will be offering the highly recognized and respected Communications Seal for Websites that meet the standards for this recognition.

Earning the DALBAR seal entitles a firm to use the recognition in advertising and promotion of the accomplishment.

The DALBAR Communications Seal has been used by firms to recognize excellence since 1997 and has been applied primarily to paper communications such as statements, kits, prospectuses, etc.

This recognition of excellence is now available to Websites of all types and carries with it a number of winning features:

- Valid for one year after issuance
- Accompanied by an Opinion Letter that confirms DALBAR's findings
- Certificate of Excellence

Benefits include:

- Public recognition of an organization's commitment to high-quality communications and customer service.
- Differentiation from competitors
- Displayable Artwork to promote and market the achievement

You can find out today if any of your Websites currently qualify for a Seal!

Note: So as to avoid confusion in the marketplace, DALBAR will no longer issue the WebMonitor certificates that were specific to the WebMonitor program and provided as a courtesy to WebMonitor clients. **Firms should discontinue the use of the WebMonitor certificate graphic.**

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