

Baird Awards and Recognitions

December 2011

Baird is consistently recognized by third parties and the media for its expertise, passion for achieving great outcomes for clients and commitment to being a great place to work. Following are some recent honors:

Baird Business Honors

Equity Capital Markets

- *Acquisitions Monthly* – Recognized four consecutive years as “Adviser of the Year” in Support Services (2011) and Manufacturing Sector (2008–2010)
- Elkins/McSherry 2011 Industry Leader in Equity Trading – Based on data compiled from Elkins McSherry’s large client base, Baird ranked No.1 among all U.S. full-service brokers for all types of trading and trades within the mid-cap space.
- *Financial Times*/StarMine Research Awards – seven awards in 2011, including one for the No. 2 overall stock picker
- “Greenwich Share Leader” and “Greenwich Quality Leader” – Baird was No. 1 for research penetration and sales quality based on a 2011 survey of small- and mid- cap fund managers. Baird has consistently ranked No. 1 in multiple categories on the survey — including “most trusted” — since 2004.¹
- *M&A Advisor* – 2011 “Equity Financing Deal of the Year” honor, Baird M&A and equity transactions recognized for six consecutive years
- *The Wall Street Journal*’s Best on the Street – Baird received its highest rank to date in 2011 with seven analysts recognized among the top stock-pickers.

Fixed Income Capital Markets

- *The Bond Buyer* – 2011 Small Issuer Deal of the Year, 2009 Nontraditional Financing Deal of the Year
- Thompson Reuters – In 2010, Baird held these public finance rankings nationally:
 - No. 1 for underwriting competitive and negotiated municipal bond issues (based on number of issues)
 - No. 1 for issues of \$50 million or less (based both on the par value and the number of issues)

Private Equity

- Preqin – For the fourth consecutive year, Baird Capital Partners was named one of the top 20 “Consistent Performers” among international buyout managers by Private Equity Intelligence Ltd. (Preqin) in its 2011 Private Equity Performance Monitor.
- Unquote – In 2011, Baird Capital Partners Europe received the “Small Buyout Deal of the Year” award recognizing the 2010 exit of Paddock Holdings Limited.
- Michigan Venture Capital Association (MVCA) – In 2011, MVCA awarded “Venture Exit of the Year” honors to the sale of Accuri Cytometers to Becton, Dickinson and Company. Accuri was a portfolio company of Baird Venture Partners.

Private Wealth Management

- *Barron’s* Top Wealth Managers list, 2007–2011
- Financial advisors repeatedly recognized among *Barron’s*: Top 100 Financial Advisors, Top 1,000 Advisors, and State-by-State
- *On Wall Street’s* Branch Manager of the Year (2008 and 2010)

Great Place to Work Honors

- *FORTUNE* 100 Best Companies to Work For® – No. 14 in 2011, eighth consecutive recognition
- Alfred P. Sloan Award for Business Excellence in Workplace Flexibility – 2008–2011
- *Crain’s Chicago Business’* Best Places to Work – 2009–2011
- *Milwaukee Journal Sentinel’s* Top Milwaukee Workplaces – 2010, 2011
- *Chicago Tribune’s* Top 100 Workplaces – 2011
- Vault’s Guide to the Top 50 Banking Employers – Baird ranked No. 13 in 2011

Leadership Honor

- Baird Chairman, President & CEO Paul Purcell received the University of Chicago Booth School of Business 2009 Distinguished Corporate Alumni Award.

Industry Honors

- Securities Industry & Financial Markets Association (SIFMA) – Baird received a SIFMA Diversity Leadership Award in 2011 for its Women Associate Resource Group, which provides professional development programming, networking and mentoring opportunities.
- Association for Corporate Growth Wisconsin – Baird honored with a 2011 Corporate Growth Award
- Dalbar, a leading financial services industry research firm, rated the Baird Client Statement “Excellent” on its 2010 Trends and Best Practices in Investor Statements Report.

Baird Thought Leadership in the News

Private Wealth Management Products & Services and Research

Baird’s PWM Products & Services and Research teams are regularly tapped by the media for their expertise and perspective. Following is a sampling of recent coverage that features Baird experts on timely wealth management topics.

Estate and/or Gift Tax Laws

- *The Wall Street Journal* – “How Low Rates Can Cut Your Tax Bill” – October 1, 2011
- *New York Times* – “Buffett Rule’ Is More Complicated Than Politics Suggest” – September 25, 2011
- *Trusts & Estates* – Bylined article: “Transfer of Interest in FLPs” – August 2011
- *Registered Rep.* – “Gift Tax Exemption Jumps, But Not Everyone’s Feeling Generous” – May 27, 2011
- *Dow Jones Newswires* – Profile: “Baird’s Tax Man Offers Guidance, War Stories” – May 10, 2011
- *Bloomberg BusinessWeek* – “IRS Extends Form-Filing Deadline for Heirs to Complete 2010 Estate Taxes” – March 31, 2011
- *Associated Press* – “Tax myth: The ‘death tax’ will get you in the end” – March 30, 2011
- *Morningstar* – “Estate and Gift Tax Laws: New Rules” – March 9, 2011
- *On Wall Street* – Bylined article: “Taking Advantage Of Changes To Estate And Gift Tax Laws” – February 2011

Roth IRA

- *Associated Press* – “Undoing a Roth IRA Conversion May Save Money” – September 3, 2011

Investing for Yield

- *USA Today* – “How to Get Higher Interest Rates on Your Savings” – June 28, 2011

Bond Market Commentary

- *CNBC* – “Treasury Yield Dips” – September 9, 2011
- *Chicago Tribune* – “Bond-Bound Investors May Face Greater Risk” – May 25, 2011 (extensive national pick-up)
- *Bloomberg BusinessWeek* – “‘Dumb Money’ Flees Muni Funds as Investors Buy Single Bonds” – May 3, 2011
- *CNN Money.com* – “Muni Bond Issuance at 11-Year Low” – March 9, 2011

Asset Allocation, Retirement Planning

- *Worth* – “Retirement Ready” – April/May 2011
- *Barron’s* – “Allocating More to Blue Chips” – March 5, 2011

Top-Performing Money Managers

- *InvestmentNews* – “Guess What? Buy-and-Hold Works” – April 10, 2011
- *U.S. News & World Report* – “Investors Continue to Chase Short-Term Performance” – March 18, 2011

¹Greenwich Associates U.S. Equity Investors – Small/Mid-Cap Funds, April, 2011. Surveys conducted with 98 U.S. small-cap and mid-cap fund managers. Rankings based on top 10 research firms in survey. Greenwich Associates is the leading consulting firm in the institutional and sell-side research market.