

# Top of the list

*Baird No. 1 in "All-America Sales Team" rankings*



Bill Mahler

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Baird earned first-place honors in *Institutional Investor's* 2008 All-America Sales Team rankings among "the best small- and mid-cap equity sales forces in the United States."

The recognition comes as Baird's Institutional Equity Services team is wrapping up what is expected to be its 14<sup>th</sup> straight year of record revenues.

"Our team constantly strives to deliver timely, insightful advice and best execution for all of our clients in an incredibly competitive environment," said Bill Mahler, Director of Institutional Equity Services. "Ultimately we rely on our clients to tell us how successful we are and, in that light, recognition like this is very meaningful for us."

Recipients of this annual honor are derived from *Institutional Investor's* All-America Research Team survey. The sales portion of the 2008 survey provides rankings across 13 broad industry groups and specialist sales categories, rating 10 sales performance attributes for each candidate. To determine the best sales teams in the U.S., *Institutional Investor* surveyed portfolio managers, buy-side analysts, directors of research, chief investment officers and other investment professionals at 506 firms managing U.S. equities.

Baird moved up from No. 2 on the list in 2007, ranking ahead of competitors including William Blair & Co., Piper Jaffray, Jefferies & Co., Raymond James & Associates, Oppenheimer & Co. (CIBC).

Baird's Institutional Equity Services team has set revenue records for 13 consecutive years and, in 2008, is on track to do so again.

"The way you become recognized as the best at what you do is to consistently deliver great outcomes and quality service," said Paul Purcell, Baird Chairman, President & CEO. "Our Institutional Equity Services team, working closely with Equity Research, has lived this approach for a long time and truly deserves this recognition."

