



FOCUS
ON THE FUTURE

THE McGLADREY ALLIANCE

“By bringing together the collective talents, scale and power of our firms with an intense focus on the marketplace, we maximize the value of our relationships with all our Alliance members.”

C.E. Andrews President and COO, RSM McGladrey

Dave Scudder Managing Partner, McGladrey & Pullen



Assurance ■ Tax ■ Consulting

A Legacy of Client Service

From humble beginnings in a single office in Iowa, McGladrey & Pullen and RSM McGladrey have become a respected industry force with a coast-to-coast presence and global capabilities to serve our clients' business needs. For nearly a century, we have distinguished ourselves through our unique spirit of client service, good people, strong relationships and unwavering integrity. We all come from different places. But we share a dedication to our clients that is the foundation of the next phase of our journey.

A Bold Step Forward

In today's competitive environment, there is no room for second best. We want to enhance our position in the marketplace and become the firms that every client wants to work with; the firms that the best talent in our industry wants to work for. This requires us to take a bold step forward.

Therefore, to better indicate our marketplace position, values and advantages, RSM McGladrey, Inc. and McGladrey & Pullen, LLP will go to market under a single brand with a common new visual identifier, while continuing to operate as separate legal entities. This introduction of the McGladrey® master brand and new identity present the perfect opportunity for us to rebrand our affiliation of independently owned accounting firms, and we are pleased to announce that The RSM McGladrey

Network will now be called The McGladrey Alliance.

The name Alliance has been selected, after the careful consideration of many alternatives and consultation with nomenclature experts, as the best word to communicate what we are. We are making this change in response to concern that the term Network is limiting in its communications precision and effectiveness.

At the same time, the ability to dovetail with the launch of our new McGladrey brand identity system will enable our members to leverage the publicity it will have, as well as benefit from the significant amount of advertising that is planned.

Our new member signature consists of the McGladrey brand identity linked to a unique rendition of our new name *The McGladrey Alliance* and the descriptor *An Independently Owned Member*.



McGladrey

THE MCGLADREY ALLIANCE

An Independently Owned Member

Members of The McGladrey Alliance will benefit from our new brand identity. The new name for the Network, and the McGladrey logo will help them communicate their affiliation with McGladrey and capitalize on the power that this association with a premiere assurance, tax and consulting provider brings. Systems are in development for incorporating it into all members' marketing materials and explaining how to use it in conjunction with their own brands and firm names.

Please join us in sharing the excitement of our new and improved brand and all the marketing potential it presents.

McGladrey Vision

We will deliver global capabilities with the "local" touch that brings world class assurance, tax and consulting experience to our clients through enduring relationships built on genuine understanding and trust.



Bank Notes

A timely information and the statements

Mandatory Compliance Date is

Regulation E Reporting

Consumers will have a new way to

track their money and the statements

will be more secure and easier to

use. The new system will be in place

by the end of 2010. The system will

be a major step in the evolution of

the industry's reporting system.

A few items to note:

1. The new system will be in place

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Power comes from having under control



The McGladrey Brandmark

Created to support growth of the McGladrey brand and help us stand out from the competition with a more simplified and streamlined brand architecture, the McGladrey symbol is strong, unified and memorable. The single brand name, McGladrey, reduces confusion in the marketplace and represents our integrated approach to client service.

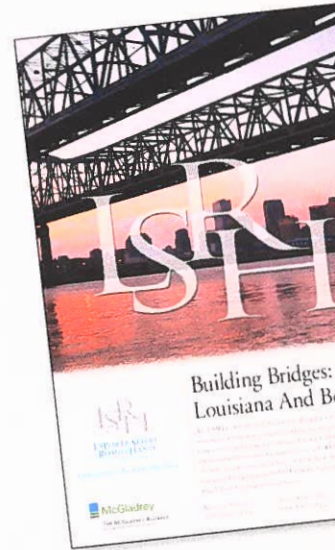
The symbol bars reflect our three service offerings — assurance, tax and consulting. They also represent the growth and success of our clients, our firms and each of us, individually. The gray bar signifies the solid bedrock of the McGladrey brand — our commitment to a deeper understanding of our clients. The green suggests our down-to-earth personality and friendly, reliable roots. The blue symbolizes reaching for the next level — a goal of our clients, our firms and all of us.

The McGladrey Brand Promise

A brand is more than a logo. It is a promise. A pledge of quality and value that lets people feel secure that they are in good hands; that they have made a wise decision. When this promise is kept consistently, the strength of a brand increases, ultimately becoming an emblem of trust that is recognized all over the world.

The McGladrey brand invites clients to Experience the Power of Being Understood.SM It reflects our promise to build strong relationships based on trust, deep insight and extraordinary, proactive service. Relationships that help clients make clear, confident business

decisions. This promise distinguishes us from the competition. As they continue to promote their capabilities and expertise, we will separate ourselves by focusing squarely on the needs of our clients. Our promise is powerful because it is core to who we are — grounded in the benefits our clients experience when working with us.



McGladrey Core Values

In every interaction with clients, prospects and each other, we honor our core values:

- *Relationships: We Strive to Understand*
- *Excellence: We Never Stop Learning*
- *Integrity: We Earn Trust*
- *Unity: We Are McGladrey*

Doing so creates success for our clients, our people and our firms.

Questions and Answers

How does this affect my firm?

We are currently working on developing a comprehensive set of brand guidelines, including appropriate examples of how the new brand identity should be used on your marketing and business collateral. Each member will be provided these guidelines and some additional training later this year. Members will transition to the new identity on a flexible schedule.

It is anticipated that each member will need to change printed and electronic materials and their web site if they are currently using the RSM McGladrey Network brand identity on their materials. This means stationery, business cards, forms, brochures, etc. If you need more inventory of any printed material now, please estimate quantities appropriate to your rollover schedule.

Why is this happening?

By presenting an enhanced image, we will show the marketplace how truly large and strong our collective alliance really is. This will make us a more attractive professional services resource and more competitive in each of our local business areas.

Can we still use the old name and logo?

Once your firm has changed to the new brand identity, the old name, logo and graphic materials must no longer be used. Our goal is to have all members start to utilize the new brand identity in accordance with our comprehensive branding guidelines and applicable legal disclaimers by January 1, 2011. Members will need to cease using the old name RSM McGladrey Network, applicable logo and graphic materials by December 2010.

What is brand identity and why is it important?

Brand identity is the sum of all the visual and verbal messages a company sends to the marketplace. It is important because it can profoundly influence a company's success by reinforcing the belief its clients, employees and communities have in its leadership, quality and market position.

How will I introduce the new brand to my clients?

Material will be provided to each member with support in a timely manner on how best to communicate with your clients regarding the transition to the new brand identity.

Will we still be able to reference our correspondent relationship with RSM International?

We are working on developing specific guidance and legal disclosure language regarding the use of RSM International on your brochures and business papers. This specific guidance will be included in our comprehensive brand guidelines document to be released in July.

Disclosures:

This brochure is for The McGladrey Alliance member firm use only; it is not approved or intended for use with your clients or prospects.

McGladrey is the brand under which RSM McGladrey, Inc. and McGladrey & Pullen, LLP serve clients' business needs. The two firms operate as separate legal entities in an alternative practice structure. McGladrey & Pullen is a licensed CPA firm providing assurance services. RSM McGladrey provides tax and consulting services.

RSM McGladrey, Inc. and McGladrey & Pullen, LLP are members of the RSM International ("RSMi") network of independent accounting, tax and consulting firms. The member firms of RSMi collaborate to provide services to global clients, but are separate and distinct legal entities which cannot obligate each other. Each member firm is responsible only for its own acts and omissions, and not those of any other party.

The McGladrey Alliance is the premier affiliation of independent accounting firms in the nation, with more than 90 members in 42 states and Puerto Rico. The McGladrey Alliance's mission is to help build and sustain high performing CPA firms as measured by financial performance, people development and service quality. The McGladrey Alliance member firms maintain their name, autonomy and independence and are responsible for their own client fee arrangements, delivery of services and maintenance of client relationships. The McGladrey Alliance team consists of 40 full-time professional and administrative team members dedicated to providing services to members on a daily basis.

McGladrey™, the McGladrey Signature, The McGladrey Classic Logo, The Power of Being Understood™, Power Comes from Being Understood™, and Experience the Power of Being Understood™ are trademarks, service marks or registered trademarks of RSM McGladrey, Inc. or RSM McGladrey, Inc. and McGladrey & Pullen, LLP.

What Will Happen When

Planning our new brand identity and name, The McGladrey Alliance, has been in the works for many months. It will be rolled out and introduced to clients and the public in the near future. This is our preliminary schedule for member information:

June 25, 2010

Logo Downloads and Basic Usage Guidelines

July 30, 2010

Comprehensive Brand Guidelines

August 31, 2010

Updated Marketing Resources Guide

For more information, please contact

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