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PRESSRELEASE

Legg Mason Selects CSA for Branding and Communications

New York, NY, June 1, 2009 – Carbone Smolan Agency was asked to develop a consistent and effective enterprise-wide communications platform for Legg Mason, encompassing key touchpoints to establish a global brand identity with all core audiences. The goal was to identify synergies across the Legg Mason branded entities to create consistency, improve quality and realize efficiencies on a global scale.

Baltimore-based Legg Mason is one of the top ten asset management firms in the world, serving institutional and individual investors in 190 countries on six continents. The Legg Mason business model of diversified asset management firms, each wholly owned but each with its own brand identity, presented a unique branding challenge for CSA. Each Legg Mason firm, or sub-brand, is known for a distinctive investment approach, but the Legg Mason master-brand unifies the enterprise, providing distribution and shared services and offering a strong endorsement of quality and integrity.

“We selected CSA for three reasons: 1) their depth and prior successes in the financial services sector; 2) the hands-on involvement of the firm’s principals and; 3) the stunning quality of their design work,” says Timothy F. Munoz, Senior Vice President and Head of Corporate Marketing and Communications. The global initiative involved teams from the U.S., Europe and Asia. Legg Mason will unveil its new look in the third quarter 2009.

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Carbone Smolan Agency offers a comprehensive set of strategic and creative services designed to build a singular brand voice across all media. Based in New York, the firm has built an international reputation creating outstanding programs for world-class clients, including Morgan Stanley, Tiffany & Co., the W Hotel Group, Herman Miller, PBS, Christie’s, Musée du Louvre, The Museum of Modern Art, and The Chicago Symphony Orchestra. For more information, visit www.carbonesmolan.com.

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