

1. AMERICAN EXPRESS

How do you know you're getting the right financial advice? At American Express, we measure the quality of financial advice we provide our clients. And we work hard to ensure that the financial plan we prepare meets your approval. We deliver clear recommendations that can be acted upon and regular reviews that show progress toward your goals.

2. APPLE COMPUTER

Apple Computer began with a simple idea: That the power of computing should be available and accessible to everyone. On that premise, the personal computer revolution was launched. Our vision of empowering the individual remains the driving force behind Apple, and we continue to deliver information tools that enhance the way people work, learn, and play. Apple has grown by broadening its scope beyond the desktop computer to encompass software, printers and peripherals, portable computers, and beyond. APPLE'S products are designed to work the way people do, allowing them to creatively explore and share ideas. This innovative approach has resulted in the sale of more than a billion APPLE MACINTOSH systems.

3. BORDEN'S MILK TRUCK

The Borden's Milk Truck was part of the fabric of American life in the 1950s. In fair weather or foul, yellow and white trucks with the familiar, smiling face of "Elsie the Cow" on their sides would make their rounds delivering the day's milk. Now, you have the opportunity to own an authentic die-cast metal replica of a classic piece of Americana...the "1950 Borden's Milk Truck".

4. THE COLUMBUS SYMPHONY ORCHESTRA

When most people think of the majors, the first thing that comes to mind is probably a favorite baseball team. But Columbus, Ohio is home to a different kind of major team ... The Columbus Symphony Orchestra. The CSO attained major symphony orchestra status in 1988, from the American Symphony Orchestra League, the top category for orchestras in the United States. The designation signified that the CSO's budget, number of full-time musicians, and repertoire could be considered in the same category as other orchestras in the U.S., such as Pittsburgh, New York, and Chicago.

5. Kroger

LIKE A LOT OF PEOPLE, I'M TRYING TO TAKE CARE OF MYSELF A LITTLE BETTER. SOME THINGS ARE WORK...LIKE EATING WELL. OTHERS...WELL...I'M TRYING. BUT ONE THING I KNOW FOR SURE. EATING BETTER IS SO MUCH EASIER WITH SIMPLE TRUTH. YOU'LL FIND SIMPLE TRUTH AND SIMPLE TRUTH ORGANIC ITEMS THROUGHOUT YOUR KROGER STORE. THE GREEN CIRCLE TELLS YOU THAT ONLY GOOD STUFF GOES IN. PLUS SIMPLE TRUTH IS DELICIOUS AND AFFORDABLE. AND THAT MEANS A LOT. SIMPLE TRUTH. EASY TO FIND. EASY TO UNDERSTAND. ONLY AT KROGER.

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