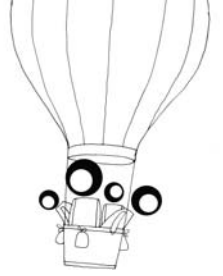


Thank you

Castlefield



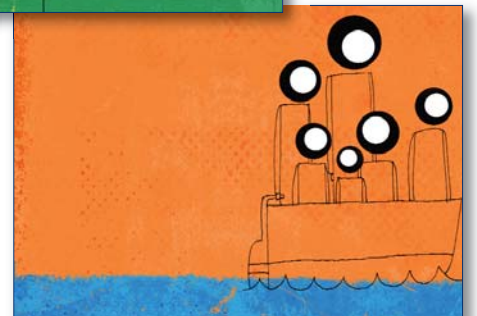
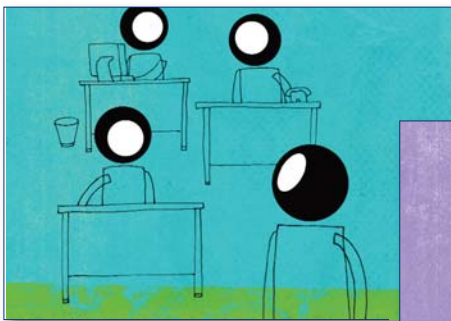
Delineo is proud to be a key marketing supplier to Castlefield, so thank you for the chance to work with you on some varied and interesting marketing initiatives.

Some key projects we've recently worked on for Castlefield

- Commissioned unique illustrations as part of the rebranding exercise
- Rebrand of Castlefield's marketing collateral including letterheads, brochures, website, business cards, email footers and much more!
- Little Book of Castlefield for clients and staff
- Advertising in key charity publications
- Charity benchmark report
- Review 2010 – first in a series of Castlefield newsletters

Castlefield Illustrations

A local artist was commissioned to capture the real personality of Castlefield. A place where real, interested people work hard to benefit others; therefore, the use of stock imagery and photographs would not have conveyed the correct message. Instead a suite of illustrations are used to help Castlefield promote a distinctive proposition.



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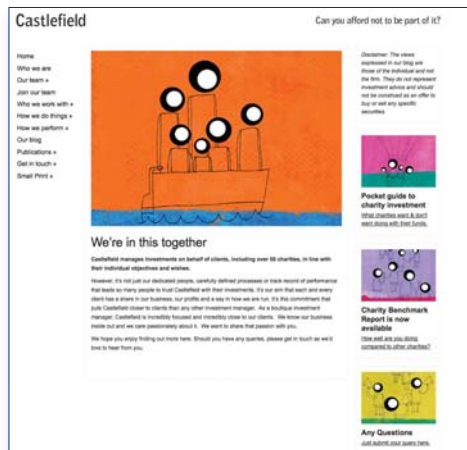


Marketing Collateral

Over several months we worked closely with Castlefield to rebrand a suite of vibrant marketing materials – encompassing everything from a simple business card to the website. These materials are promoting the brand as well as increasing awareness of Castlefield’s unique value proposition. This is based on the concept of being ‘in this together’ as captured by the philosophy of: **‘it’s our aim that each and every client has a share in our business, our profits and a say in how we are run’.**



Office sign



Website



Email footer



Business card

Little Book of Castlefield

Client and staff editions were designed and produced, both of which deliver a clear concise message to the audience.

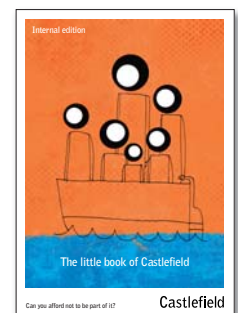
Client edition: in a nutshell it provides a simple explanation to how Castlefield operates and promotes its unique value proposition based on **‘it’s our aim that each and every client has a share in our business, our profits and a say in how we are run’.**

Little Book of Castlefield – client edition
Visit <http://bit.ly/c66izw>



Staff edition: in a nutshell it sets out the vision of the Castlefield brand and the role of each staff member in the business, highlighting that each person’s contribution, backing and involvement is crucial to Castlefield’s ongoing success.

Little Book of Castlefield – staff edition
Visit <http://bit.ly/aAllmT>



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Advertising Campaign

Can you afford not to be part of it?

Castlefield is a boutique investment manager that's incredibly focused, and very close to each and every client. It's our aim that every client has a share in our business, our profits and a say in how we are run which sets us apart from our competitors.

Since Castlefield is a people business, we don't expect you to consider changing the way you do things on the strength of this advertisement, so why not take a look at our Benchmark of Charity Investment Performance Report to see how you are doing compared to other charities.

To request your free copy, just call John Eckersley on 0161 233 4990 or email john.eckersley@castlefield.com

Alternatively, please visit www.castlefield.com

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Investment management for charities **Castlefield**

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Investment management for charities **Castlefield**

We have been kept busy with Castlefield's advertising campaign over the last year, displaying ads in several publications including Charity Finance, Third Sector Suppliers Guide, Who's Who of Charities, Top 1000 Charities in Scotland and the Top 3000 Charities.

The primary target audience for these publications includes trustees, finance directors, treasurers and chief executives with readership size ranging from 1,000 to 81,000.

We'd love you to join us

Castlefield takes care of the investments of over 50 charities, in line with their individual objectives and wishes. However, it's not just our exceptional people, carefully defined processes or track record of performance that lead so many trustees to select Castlefield. It's our aim that each and every client has a share in our business and in our profits. This commitment puts Castlefield closer to charities than any other investment manager.

To find out more and request a free copy of our Benchmark of Charity Investment Performance, please visit www.castlefield.com or email john.eckersley@castlefield.com.

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JDE5022090 **Castlefield**

Castlefield Managing investments for charities in line with their individual objectives and wishes

It's not just our dedicated people, carefully defined processes or track record of performance that leads so many people to trust Castlefield with their investments. It's our aim that each and every client has a share in our business, our profits and a say in how we are run. It's this commitment that puts Castlefield closer to clients than any other investment manager.

Castlefield is a trading name, a registered trade mark and the property of Castlefield Investment Partners LLP, which is authorised and regulated by the Financial Services Authority and is a member of the London Stock Exchange. 0161 233 4990

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T: 0161 233 4990 F: 0161 233 4990
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info@castlefield.com

Charity Benchmark Report

We have worked closely with the team to produce the Castlefield's Charity Benchmark Report. This quarterly report can be downloaded from the website and has received much interest from clients as it provides an unbiased benchmark to how well charity investments are performing.

Charity Benchmark Report
Visit <http://bit.ly/crO41a>

Charity Benchmark Report

Quarter 4, 2009 **Castlefield**

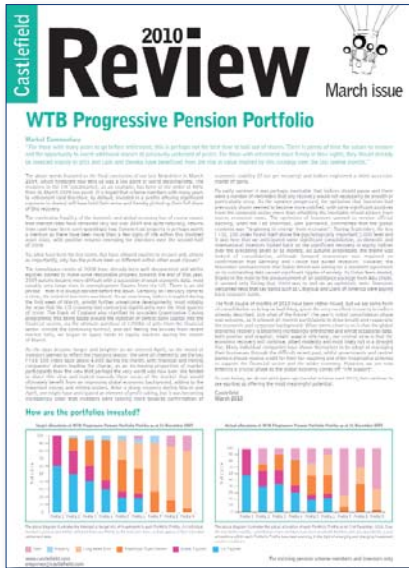


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Castlefield Review 2010



We have worked closely with the team to produce the first in a series of Castlefield 'reviews'. This newsletter adheres to the new brand guidelines and provides a comprehensive review of the WTB Progressive Pension Portfolio. This review has been sent out to existing pension scheme members and investors and has received positive feedback.

Castlefield Review 2010
Visit <http://bit.ly/98oWP5>

Key contacts

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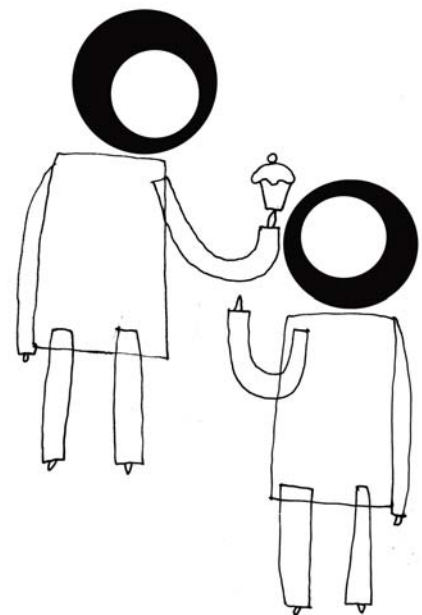
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