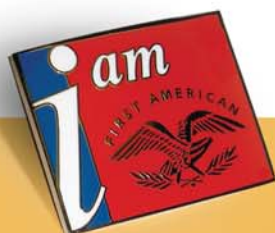


Brand Awareness Month

A Company-Wide Celebration of the First American Brand

BAM! '07 focuses on how **YOU** contribute to the success of First American. All during the month of June, there will be **contests, activities, and prizes** to help you understand your role in bringing **another dimension** to the First American brand—the essence of our Company.

Save this calendar to keep track of activities—and don't forget to check your **email** and visit **Brand Central** at <https://www.firstam.net/brandcentral> often. You won't want to miss a single part of **BAM! '07**.



i AM FIRST AMERICAN.

More than anything else, **YOU** represent First American. Your actions convey the spirit of First American to our clients, competitors, consumers, and coworkers.

Here are some tips to keep in mind as you work to represent First American and our brand every day.

Customer Service

- Create a personalized way that you can “go the extra mile” with each customer. They will appreciate and remember the special attention.
- Develop a system for reading and responding to phone calls and email requests. Try to finish every workday by replying to all new messages, even if it's only to say when you'll respond.

Communication

- Choose the most personal mode of communication possible—don't email if you can call.
- Be courteous. In a fast-paced work environment, “please” and “thank you” are more important than ever.
- Write down the names of callers, especially customers, so you can address them personally.

Teamwork

- Help your coworkers stay organized by delivering documents that are in order and clearly marked. Think of your colleagues as “internal” customers.

Problem Solving

- Listen to complaints thoroughly before proposing a solution. Repeat the problem, as you understand it, back to the person making the complaint to avoid any misunderstandings.

BRAND AWARENESS MONTH
JUNE 2007

June 1st
BAM! '07 Begins
Thank you for participating in BAM! as we experience another dimension to our Company's brand. Enjoy exciting prizes and activities all month long! To start, go to Brand Central and enter to win the **Grand Prize HDTV-DVD package**.

June 6th
A Dimension of . . . Integrity
Go to Brand Central for your opportunity to win a prize when you answer questions about **compliance**.

June 14th
A Dimension of . . . Information
Go to Brand Central and enter the keyword "**analytics**" for your chance to win.

June 21st
A Dimension of . . . Insight
Go to Brand Central and enter the keyword "**innovation**" for your chance to win.

June 28th
YOU Are Another Dimension
Grand Prize winner announced!

Projecting Professionalism

- Avoid intimidating customers or colleagues with confusing “business speak.” One way to ensure a personal tone is to explain things in terms a friend outside of First American would understand.
- Take care before sending an important email. Turn away from your computer, count to 10, and then reread it, checking for errors and paying close attention to tone of voice. If you think there's a chance of being misunderstood, call the recipient first to prepare them for the information.

BRAND RESOURCES:

The resources available on Brand Central will help you represent the physical dimension of First American's brand.

Go to *Brand Central*>Downloads>Electronic Templates for:

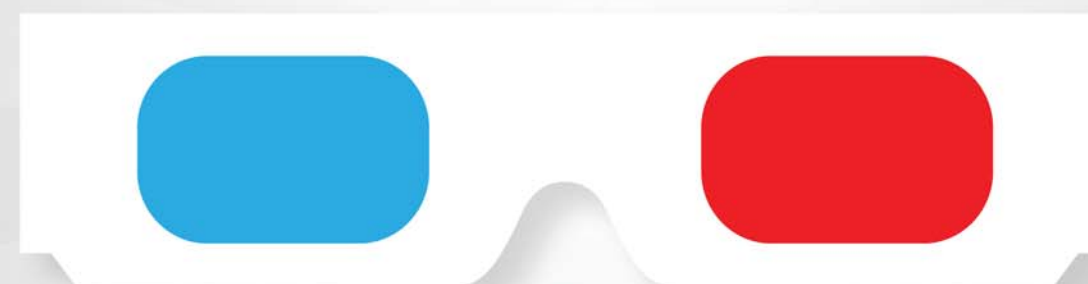
- Branded office templates
- Logo downloads
- Stationery ordering

Quick Reference Guide:

- Get easy-to-access tools and tips by downloading this desk guide from the main page of Brand Central.

<https://www.firstam.net/brandcentral>

INTRODUCING ANOTHER DIMENSION TO THE FIRST AMERICAN BRAND...



JUNE 2007
BRAND AWARENESS MONTH



First American