



National City Bank Wins 2005 Brandon Hall Excellence In Learning Award

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PR9.NET November 18, 2005 - CLEVELAND -- The Brandon Hall Excellence in Learning Awards recently presented National City (NYSE:NCC) with the Silver Award in the Outstanding Case Study Category for the company's entry entitled, "Customer Education: A New Application of E-Learning."

The National City bank case study focused on a program to inform, train and convert more than 5,000 corporate customers from one banking platform to another, all within in sixty days. The case study outlines National City's customer-centric approach to communications and readiness assessment as well as conversion and post-conversion feedback – all of which is incorporated into improving National City bank products and services.

"Applying e-learning, traditionally used for internal purposes, as a tool to educate customers was unique and proved to be a very successful approach," said Lynn Aleksov, senior vice president of Global Treasury Management at National City. "This award recognizes not only the program's success, but the willingness of our customers and personnel to think and learn differently." Brandon Hall Research, one of the leading research and consulting firms in training and development, presents the Brandon Hall Excellence in Learning Awards. Now in its 11th year, the awards program showcases exceptional work in innovative learning.

"This year's winning entries show a great combination of creativity and practical results. The winners are excellent both in terms of innovation and impact on the business," said Brandon Hall, Ph.D., chairman of the Excellence in Learning Awards program. "These winners show us what the future of learning looks like."

National City bank was recognized during a ceremony in Long Beach, Calif., as part of the 2005 Training Fall Conference & Expo, held in October. Winners are listed at www.brandon-hall.com.

Entries were submitted in three categories: Custom Content, Innovative Technology, and Outstanding Case Studies. In 2005 a total of 210 entries, representing 16 countries, were submitted. The entries were evaluated by independent judges with expertise in instructional design and learning technology from 47 countries around the world.

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About Brandon Hall

Brandon Hall, Ph.D. is the CEO of Brandon Hall Research and author of the groundbreaking "Web-Based Training Cookbook." Since 1992, Brandon Hall Research (www.brandon-hall.com) has been providing independent research reports and expert advice on the tools and practices of innovative learning. Brandon Hall Research conducts the Awards program each year to recognize the best and to identify the new cutting edge of innovative learning. To honor the Award winners Brandon Hall Research hosts the Awards reception and ceremony in partnership with VNU and in conjunction with the Training Fall Conference and Expo.

About National City Bank

National City Corporation (NYSE: NCC), headquartered in Cleveland, Ohio, is one of the nation's largest financial holding companies. The company operates through an extensive banking network primarily in Ohio, Indiana, Illinois, Kentucky, Michigan, Missouri and Pennsylvania, and also serves customers in selected markets nationally. Its core businesses include commercial and retail banking, mortgage financing and servicing, consumer finance and asset management. For more information about National City bank branches, visit the company's Web site at <http://www.nationalcity.com>.

Website: <http://www.nationalcity.com/>