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***DALBAR Announces the Winners of Its 2012 Award For
Excellence in Sales Support in Financial Services***

(Boston, MA. December 18, 2012) Today DALBAR released the 2012 winners of its annual award for excellence in sales support. For the second consecutive year, **Allianz Life Insurance Company of North America** and **JP Morgan Funds** emerged as the leaders in sales support in 2012.

For over two decades, DALBAR has conducted rigorous testing of sales support and, each year identifies those firms that were found to be above their peers in sales support for financial professionals after a full year of comprehensive evaluation.

The sales support these firms provide was found to be far superior to the industry. Two significant areas of excellence this year were:

- In order to make the best decisions on behalf of their clients, financial professionals need to gain a solid understanding of each firm's product offerings. Allianz and JP Morgan excel at providing this level of detailed understanding. In fact, they accomplished this 100% of the time versus the industry average of 54%.
- There are many companies for financial professionals to choose from when making the right selection for their clients. Allianz and JP Morgan recognize that fact and strive to make an immediate, positive and professional impression every time a financial professional calls for sales support. These firms demonstrated this level of professionalism over 85% of the time versus the industry at 58%.

"Allianz and JP Morgan's consistent attention to sales support goes a long way to securing the loyalty of financial professionals," said Kathleen Whalen, Managing Director at DALBAR. She added, "This loyalty creates the opportunity to work with the company to find solutions in both strong and weak economic times."

The Award for Excellence in Sales Support is based on systematic testing of sales support throughout the year. DALBAR conducts thousands of tests to measure how financial companies respond to the need for sales support from financial professionals. Companies that exceed a variety of industry benchmarks after one year of testing earn the Award for Excellence in Sales Support.

DALBAR, Inc., the nation's leading financial services market research and consulting firm, is committed to raising the standards of excellence in the financial services industry. With offices in both the US and Canada, DALBAR develops standards for, and provides research, ratings, and rankings of intangible factors to the mutual fund, broker/dealer, life insurance, property and casualty, and managed account

industries. Measurements include investor behavior, customer satisfaction, service quality, communications, Internet services, and financial professional ratings.

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