

For Immediate Release

DALBAR Announces Its 2011 Financial Intermediary Service Award Winners

(Boston, MA. January 11, 2012) Today DALBAR released the 2011 winners of its annual Financial Intermediary Service Award. **Allianz Life Insurance Company, Allstate Life Insurance Company, BlackRock, DWS Investments, Genworth, Goldman Sachs, John Hancock Annuities, Lord Abbett and Pacific Life** emerged as service leaders in 2011.

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

DALBAR found the service these firms provide to be far superior to the industry at large. Two significant areas of excellence stood out this year:

- These award-winning firms understand that the relationship with the financial professionals who sell their products is of paramount importance. When financial professionals contact their call centers, the personnel demonstrate a level of professionalism, respect and appreciation for the relationship more than 92% of the time.
- Understanding that financial professionals are extremely busy and do not have the time or inclination to have to call back, these firms excel at ensuring that all necessary information is provided and expectations are set as to next steps. This is demonstrated 96% of the time.

“Financial Professionals have many options when it comes to helping their clients make the right investment choices. Recognizing this, these award-winning firms make servicing them an institutional priority,” said Kathleen Whalen, Managing Director at DALBAR.

The Financial Intermediary Service Award is based on systematic testing of service throughout the year. DALBAR conducts thousands of tests to measure how financial companies respond to the need for service from financial professionals. Companies that exceed a variety of industry benchmarks after one year of testing earn the Financial Intermediary Service Award.

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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