



MICHAEL WHITE ASSOCIATES
BANK INSURANCE CONSULTANTS

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P R E S S R E L E A S E

Michael White-Prudential Report™

Bank Insurance Brokerage Income Hits Record for Second Straight Quarter

FOR IMMEDIATE RELEASE – Radnor, PA, August 9, 2010 – Marking the highest quarterly results achieved, first-quarter bank holding company (BHC) insurance brokerage income of \$3.32 billion was up 9.6% from \$3.03 billion in first quarter 2009, according to the *Michael White-Prudential Bank Fee Income Report™*. The last two quarters have registered the highest watermarks ever recorded in BHC insurance brokerage fee income. Thus far in 2010, 60.2% of BHCs engaged in insurance brokerage activities.

Compiled by Michael White Associates (MWA) since 2001 and sponsored by Prudential’s Individual Life Insurance business, a proud member of the American Bankers Insurance Association (ABIA), this report measures and benchmarks the banking industry’s performance in generating insurance brokerage and underwriting fee income. Results are based on data from all 7,177 commercial banks and FDIC-supervised savings banks and 951 large top-tier bank holding companies operating on March 31, 2010.

| TOP 12 BANK HOLDING COMPANIES IN INSURANCE BROKERAGE FEE INCOME | | | | | | | |
|--|--------------------------------|-----------|----------------------------|-----------------------------|----|-----------------|-------------------------|
| YEAR-TO-DATE MARCH 31, 2010 | | | | | | | |
| Nationally | | | | | | | |
| RANK | INSURANCE BROKERAGE FEE INCOME | | PERCENT CHANGE 2009 - 2010 | BANK HOLDING COMPANY | ST | ASSETS | % OF NONINTEREST INCOME |
| | 1Q2010 | 1Q2009 | | | | | |
| (ALL DOLLAR AMOUNTS IN THOUSANDS) | | | | | | | |
| 1 | \$531,000 | \$483,000 | 9.94% | WELLS FARGO & COMPANY | CA | \$1,223,511,000 | 5.26% |
| 2 | \$247,000 | \$250,000 | -1.20% | CITIGROUP INC. | NY | \$2,001,675,000 | 3.89% |
| 3 | \$225,121 | \$226,790 | -0.74% | BB&T CORPORATION | NC | \$163,700,076 | 31.58% |
| 4 | \$140,339 | \$79,633 | 76.23% | BANK OF AMERICA CORPORATION | NC | \$2,333,898,691 | 0.79% |
| 5 | \$68,000 | \$14,000 | 385.71% | MORGAN STANLEY | NY | \$819,710,000 | 0.79% |
| 6 | \$42,509 | \$21,452 | 98.16% | AMERICAN EXPRESS COMPANY | NY | \$142,295,548 | 0.89% |
| 7 | \$33,660 | N/A | N/A | DISCOVER FINANCIAL SERVICES | IL | \$64,918,501 | 7.93% |
| 8 | \$33,000 | N/A | N/A | GMAC, INC. | MI | \$179,394,000 | 1.47% |
| 9 | \$27,772 | \$29,469 | -5.76% | REGIONS FINANCIAL CORP. | AL | \$137,287,286 | 3.94% |
| 10 | \$27,000 | \$15,000 | 80.00% | JPMORGAN CHASE & CO. | NY | \$2,133,547,000 | 0.20% |
| 11 | \$21,781 | \$22,751 | -4.26% | BANCORPSOUTH, INC. | MS | \$13,243,436 | 37.34% |
| 12 | \$19,000 | \$15,000 | 26.67% | GOLDMAN SACHS GROUP, INC. | NY | \$876,382,000 | 0.17% |
| Ranking excludes MetLife, Inc., which does not engage in significant banking activities. | | | | | | | |
| Source: <i>Michael White-Prudential Bank Insurance Fee Income Report</i> | | | | | | | |
| Prudential is a proud Platinum member of the American Bankers Insurance Association (ABIA) | | | | | | | |

“The less traditional financial institutions that joined the BHC ranks in 2009 helped the industry achieve a second consecutive revenue record in insurance brokerage,” said Michael White, President of MWA. “It seemed for every BHC whose revenue production was up, another was down. Among the top 100 BHCs in insurance brokerage income, 38 showed positive growth, 6 were steady, and 7 registered small declines under 2%. Not bad for a soft market that is in its sixth year of stymieing organic growth.”

Among companies with significant banking activities as of March 31, 2010, Wells Fargo & Company (CA) topped the leader board with insurance brokerage earnings of \$531.0 million. Citigroup Inc. (NY) ranked second nationally with \$247.0 million in insurance brokerage fee income. BB&T Corporation (NC), which owns more agencies than any other financial holding company, ranked third with \$225.1 million in insurance brokerage revenue in first quarter 2010.

Bank holding companies over \$10 billion in assets continued to have the highest participation (90.8%) in insurance brokerage activities. These BHCs produced \$3.13 billion in insurance fee income in first quarter 2010, 10.7% more than the \$2.82 billion they produced in first quarter 2009. These large bank holding companies accounted for 94.1% of all BHC insurance brokerage fee income earned in first quarter 2010.

“While the economy continues to be volatile, it’s interesting to note that bank insurance brokerage income has attained record highs for two successive quarters,” said Joan Cleveland, senior vice president, Business Development with Individual Life Insurance, The Prudential Insurance Company of America, Newark, NJ. “Recent experience tells us that people are making a point to re-evaluate their life insurance needs. In tough times, it’s more important than ever to protect loved ones and businesses with sound insurance products.”

Among BHCs with between \$1 billion and \$10 billion in assets, leaders in insurance brokerage income in first quarter 2010 included Eastern Bank Corporation (MA), Old National Bancorp (IN), Stifel Financial Corp. (MO), and Johnson Financial Group, Inc. (WI). BHCs of this size registered a 6.7% decrease in insurance brokerage income to \$156.5 million in first quarter 2010, up from \$167.7 million in first quarter 2009.

Among BHCs with assets between \$500 million and \$1 billion, leaders were Two Rivers Financial Group (IA), 473 Broadway Holding Corporation (NY), Evans Bancorp (NY), and Texas Independent Bancshares (TX). The smallest community banks, those with assets less than \$500 million, were used as “proxies” for the smallest BHCs, which are not required to report insurance brokerage income. Leaders among bank proxies for small BHCs were Soy Capital Bank and Trust Company (IL), Industry State Bank (TX), Hoosac Bank (MA) and First State Bank (IA). (Not shown in the accompanying list of financial holding companies is MetLife, Inc., because it did not engage in significant banking activities.)

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Michael White Associates (MWA) is a bank insurance consulting firm headquartered in Radnor, PA, and at www.BankInsurance.com. The annual *Michael White-Prudential Bank Insurance Fee Income Report*[™] and *Michael White-ABIA Bank Annuity Fee Income Report*[™] provide, respectively, comprehensive analyses of bank insurance brokerage and bank annuity commission income. Additionally, the *MWA Fee Income Ratings Reports*[™] compare, rank and rate a particular financial institution’s insurance or other noninterest fee income program nationally, regionally, statewide and in its asset-peer group. Copies of MWA reports can be ordered by calling (610) 254-0440, or by visiting www.BankInsurance.com.

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