



MICHAEL WHITE ASSOCIATES  
BANK INSURANCE CONSULTANTS



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

## **Michael White Associates Unveils New Customizable Ratings Report That Benchmarks A Bank's Fee Income Performance** *Custom report ranks and rates individual bank performance in producing insurance, investment, mutual fund & annuity, or fiduciary fee income.*

**FOR IMMEDIATE RELEASE** – Radnor, PA, May 10, 2005 – Michael White Associates, LLC (MWA) today announced a new benchmarking tool for evaluating an individual bank or bank holding company's fee income performance in five available categories. *The MWA Fee Income Ratings Report™* benchmarks an institution's selected fee income earnings, comparing its performance ratios to those of banks across the country, banks in the institution's region and state, and banks of similar asset-size. The available fee income categories include insurance, investment, mutual fund and annuity, fiduciary-related, or total noninterest fee income.

Calling each custom *Fee Income Ratings Report™* a 'scorecard' for banks and bank holding companies, MWA collects data reported to the FDIC and the Federal Reserve Board by all U.S. commercial banks, federally insured savings banks, and top-tier bank holding companies, and then uses that data to calculate the ratios of the institution's chosen form of fee income per banking employee and domestic banking office and measures that fee income as a percent of noninterest income, noninterest fee income, net operating revenue, retail deposits and assets.

In addition, the *MWA Fee Income Ratings Report™* numerically ranks the bank by each performance ratio among all other banks in the nation, its asset-peer group, region, and state. It reports the bank's year-over-year change in rank and, thus, its rise or fall in the standings. It rates the bank's performance against others' by percentile and tracks its year-over-year change in percentile, demonstrating its improvement or decline in performance relative to its competitors in the marketplace. The report also calculates the compound annual growth rates of the selected bank fee income over one, two and three years and compares them to those of the industry.

Michael White, President of MWA and consultant to banks across the country for more than 15 years said, "Smart bankers know that fee income can make the difference between good earnings and great earnings. Our *Fee Income Ratings Report* gives bank executives, directors and program managers an instant snapshot of their fee income program's performance that can be invaluable in helping them identify trends and opportunities that can help them get those earnings from 'good' to 'great.' The *Fee Income Ratings Report* compares, ranks and rates the particular bank by nearly 200 performance measurements. It also enables insurance company executives, investment product providers, third party marketers, and wholesalers to measure the competitive performance of their client banks, monitor the performance of their competitors' bank clients, and identify potential new prospects for their services."

### **About MWA's *Fee Income Ratings Report™***

The customized *MWA Fee Income Ratings Report™* compares, ranks and rates a particular bank or bank holding company's performance in insurance, investment, mutual fund and annuity, fiduciary-related, or total noninterest fee income against that of other financial institutions in the nation, its asset-peer group, region and state.

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The *Fee Income Ratings Report*<sup>™</sup> is specifically tailored to enable the reader to evaluate the results of a single banking institution's efforts to generate selected types of fee income. Each order of a year-end report automatically entitles the recipient to a mid-year update six months later.

Michael White Associates also publishes *Michael White's Bank Insurance and Investment Fee Income Report*<sup>™</sup> (*Bank-FIR*<sup>™</sup>), which provides comprehensive, national, standardized data and performance ratios that measure and compare insurance and investment fee income programs throughout the banking industry. The *Bank-FIR* and its companion report on bank holding companies, *Michael White's Bank Holding Company Insurance and Investment Fee Income Report*<sup>™</sup> (the *BHC-FIR*), are annual publications, sponsored by Keyosk, A Newtek Insurance Agency; MetLife Investors; and Symetra Financial.

These reports paint a portrait of the banking industry's performance, ranking the nation's top 100 banks and bank holding companies in insurance, investment, and mutual fund and annuity fee income and the top 50 banks for each of eight asset-size classes and six regions. Leaders in the ratios of insurance and investment fee income to noninterest income are ranked by the top 50 nationally and the top 25 by each asset class.

The *MWA Fee Income Ratings Report*<sup>™</sup> and the annual *Bank-FIR* and *BHC-FIR* may be purchased online at [www.BankInsurance.com](http://www.BankInsurance.com) or by check and mail. Certain discounts may be available.

#### **About Michael White Associates (MWA)**

Michael White Associates, LLC (MWA) is a bank insurance consulting firm headquartered in Radnor, PA, and online at [www.BankInsurance.com](http://www.BankInsurance.com).

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