



MICHAEL WHITE ASSOCIATES

BANK INSURANCE CONSULTANTS

BANKINSURANCE.com

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

Michael White-Prudential Report Bank Insurance Brokerage Fares Well in First Half '09

FOR IMMEDIATE RELEASE – Radnor, PA, October 20, 2009 – Bank holding company (BHC) insurance brokerage fee income held up relatively well in the first of half 2009. The decline in insurance brokerage income for a handful of companies was the difference between the \$6.05 billion reported, surpassing the record \$6.44 billion of first half 2008, according to the *Michael White-Prudential Bank Fee Income Report*TM. Despite this 6.0% decline, BHC insurance brokerage income basically stayed level at \$3.02 billion in second quarter 2009 compared to \$3.03 billion in first quarter. And, second-quarter income was greater than third and fourth quarters 2008. Thus far in 2009, 62.1% of large top-tier BHCs engaged in insurance brokerage activities.

Compiled by Michael White Associates (MWA) 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 7,402 commercial and FDIC-supervised savings banks and 932 large top-tier bank holding companies operating on June 30, 2009. Bank holding company insurance brokerage fee income consists of commissions and fees earned by a bank holding company or its subsidiary from insurance product sales and referrals of credit, life, health, property, casualty, and title insurance.

TOP 12 BANK HOLDING COMPANIES IN INSURANCE BROKERAGE FEE INCOME YEAR-TO-DATE JUNE 30, 2009 Nationally

RANK	INSURANCE BROKERAGE FEE INCOME		PERCENT CHANGE 2008 - 2009	BANK HOLDING COMPANY	ST	ASSETS	% OF NONINTEREST INCOME
	2Q2009	2Q2008					
(ALL DOLLAR AMOUNTS IN THOUSANDS)							
1	\$995,000	\$931,000	6.87%	WELLS FARGO & COMPANY	CA	\$1,284,114,000	4.94%
2	\$505,000	\$928,000	-45.58%	CITIGROUP INC.	NY	\$1,847,941,000	1.76%
3	\$478,743	\$418,349	14.44%	BB&T CORPORATION	NC	\$152,398,410	26.51%
4	\$243,610	\$129,338	88.35%	BANK OF AMERICA CORPORATION	NC	\$2,248,783,401	0.68%
5	\$63,022	N/A	N/A	DISCOVER FINANCIAL SERVICES	IL	\$41,250,577	2.91%
6	\$57,372	\$55,790	2.84%	REGIONS FINANCIAL CORP.	AL	\$142,824,610	2.77%
7	\$52,000	N/A	N/A	GMAC INC.	MI	\$181,042,000	2.77%
8	\$47,309	N/A	N/A	AMERICAN EXPRESS COMPANY	NY	\$115,975,155	0.52%
9	\$45,000	N/A	N/A	MORGAN STANLEY	NY	\$674,474,000	0.50%
10	\$43,427	\$46,325	-6.26%	BANCORPSOUTH, INC.	MS	\$13,300,821	30.80%
11	\$40,000	\$36,000	11.11%	JPMORGAN CHASE & CO.	NY	\$2,026,642,000	0.17%
12	\$38,378	\$38,150	0.60%	HUNTINGTON BANCSHARES INC.	OH	\$51,289,336	8.08%

Source: *Michael White-Prudential Bank Holding Company Fee Income Report*

Prudential is a proud Platinum member of the American Bankers Insurance Association (ABIA)

Among companies with significant banking activities as of June 30, 2009, Wells Fargo & Company (CA) topped the leader board with insurance brokerage earnings of \$995.0 million. Citigroup Inc. (NY) ranked second nationally with \$505.0 million; and BB&T Corporation (NC), which owns more agencies than any other financial holding company, ranked third with \$478.7 million in insurance brokerage revenue in first half 2009. Four of the

(more)

top nine producers of insurance brokerage were newly chartered BHCs: Discover Financial, GMAC Inc., American Express Company, and Morgan Stanley.

Bank holding companies over \$10 billion in assets continued to have the highest participation (90.7%) in insurance brokerage activities. These BHCs produced \$5.66 billion in insurance fee income in the first half of 2009, compared to 6.7% less than the \$6.06 billion they produced in first half 2008. These large bank holding companies accounted for 93.5% of all BHC insurance brokerage fee income earned in first half 2009.

"With the exception of several BHCs that experienced large declines in their insurance brokerage income, the industry as a whole would have attained new record incomes," said Joan H. Cleveland, senior vice president, Business Development with Prudential's Individual Life Insurance business. Excluding newly minted BHCs, six of the top eight registered increases. And, BHCs with assets less than \$10 billion increased their insurance brokerage income by 5.8% in first half 2009."

Among BHCs with assets between \$1 billion and \$10 billion, leaders in insurance brokerage income in the first half 2009 included Eastern Bank Corporation (MA), Old National Bancorp (IN), Trustmark Corporation (MS), and Johnson Financial Group, Inc. (WI). BHCs of this size registered a 4.8% increase in insurance brokerage income to \$319.7 million in first half 2009, up from \$305.2 million in first half 2008.

Among BHCs with assets between \$500 million and \$1 billion, leaders were 473 Broadway Holding Corporation (NY), Texas Independent Bancshares (TX), and First Manitowoc Bancorp, Inc. (WI). These BHCs experienced 10.5% growth year-over-year in their insurance brokerage income. The smallest community banks, 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), Spirit of America National Bank (OH), and Hoosac Bank (MA). (Not shown in the accompanying list of companies is MetLife, Inc., which did not engage in significant banking activities.)

###

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.

Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$580 billion of assets under management as of June 30, 2009, has operations in the United States, Asia, Europe, and Latin America. Leveraging its heritage of life insurance and asset management expertise, Prudential is focused on helping approximately 50 million individual and institutional customers grow and protect their wealth. The company's well-known Rock symbol is an icon of strength, stability, expertise and innovation that has stood the test of time. Prudential's businesses offer a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds, investment management, and real estate services. For more information, please visit <http://www.news.prudential.com>.

For additional information contact:

Michael D. White, Ph.D., CLU, ChFC
 Michael White Associates, LLC
 823 King of Prussia Road
 Radnor, PA 19087
 Phone: (610) 254-0440
 Email: MWA@BankInsurance.com

Janet Gillespie
 Prudential Financial
 751 Broad Street, 12th Floor
 Newark, NJ 07102
 Phone: (973) 802-8012
 Email: janet.gillespie@prudential.com