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### ***Pershing earns 2013 DALBAR Recognition for Excellence Award***

(Boston, MA. August 5, 2013) DALBAR, Inc. announced today that Pershing earned Recognition for Excellence for providing exceptional call center service to back offices within financial services organizations. The DALBAR Recognition for Excellence is only awarded to those firms that exceed stringent standards and customer expectations for service.

Before awarding recognition, DALBAR conducted a rigorous audit of the call center service that Pershing provided to their clients. Pershing exceeded DALBAR's award level benchmarks, which represent the highest level of quality and consistency of service.

**Pershing** call center representatives demonstrated excellence in:

- Understanding the importance of solidifying the back office relationship by demonstrating a high degree of professionalism throughout the interaction.
- Ensuring a thorough understanding of their clients' request so that all relevant information is provided.
- Proactively keeping clients informed of any outstanding issues.

"Pershing's commitment to exemplary service makes them a standout industry leader. Earning the DALBAR Recognition for Excellence only underscores this achievement" said Kathleen Whalen, Managing Director at DALBAR.

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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