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JP Morgan Earns DALBAR 2014 Award for Excellence in Sales Support

(Boston, MA. December 17, 2014) Today DALBAR announced the winner of its annual award for excellence in sales support. **JP Morgan Funds** ranked first in the financial services industry for providing a consistently high level of sales support throughout 2014, thus earning the DALBAR Award for Excellence in Sales Support.

For nearly three decades, DALBAR has conducted rigorous testing of sales support via its Sales Desk Evaluation Program. Each year, DALBAR identifies those firms that rise above their peers in the sales support provided to financial advisors after a full year of comprehensive evaluation and recognizes the elite institutions with the DALBAR Award for Excellence in Sales Support.

JP Morgan Funds understands that the relationship with financial advisors who sell their products is of paramount importance. When financial advisors need information about their products and services, JP Morgan Funds' personnel demonstrate a high level of professionalism, respect and appreciation for their business more than 93% of the time. This compares to the industry average of 63%.

"In today's fiercely competitive financial services industry, making it an institutional priority to support the sales needs of financial advisors selling your products goes a long way in solidifying and building these critically important relationships," said Kathleen Whalen, Managing Director at DALBAR.

The DALBAR Award for Excellence in Sales Support is based on systematic testing of sales support throughout the year. DALBAR conducts thousands of tests to measure how financial companies respond to the sales support needs from financial advisors. Companies that exceed award level benchmarks after one year of testing earn the Award for Excellence in Sales Support.

[DALBAR, Inc.](http://www.dalbar.com) is the financial community's leading independent expert for evaluating, auditing and rating business practices, customer performance, product quality and service. Launched in 1976, DALBAR has earned the recognition for consistent and unbiased evaluations of insurance companies, investment companies, registered investment advisers, broker/dealers, retirement plan providers and financial professionals. DALBAR awards are recognized as the marks of excellence in the financial community.

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