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***Pacific Life Earns DALBAR Financial Intermediary
Premier Service Award***

(Boston, MA. December 13, 2012) DALBAR announced today the 2012 winners of its annual Financial Intermediary Premier Service Award. **Pacific Life** is the only firm to achieve excellence in the premier service provided to financial professionals in 2012.

For over two decades, DALBAR has conducted rigorous testing of service and each year identifies those firms that were found to be above their peers in service to financial professionals after a full year of comprehensive evaluation.

Pacific Life has made an institutional commitment to ensure the needs of financial professionals are met with the utmost professionalism. When financial professionals contact the Pacific Life Premier service center, they are met with a consistently high level of respect and recognition of the relationship they have with the organization.

"**Pacific Life** has demonstrated a keen awareness of the linkage between the high level of service customers receive and the economic success of their business" said Kathleen Whalen, Managing Director at DALBAR. She added, "Pacific Life recognizes that, all things being equal, service can provide the competitive advantage."

The Financial Intermediary Premier Service Award is based on systematic testing of customer service throughout the year. DALBAR conducts thousands of tests to measure how financial companies respond to the need for service from their customers. Companies that exceed a variety of industry benchmarks after one year of testing earn the DALBAR Service Award.

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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