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### ***Genworth Earns DALBAR Life Insurance Service Award***

(Boston, MA. December 13, 2012) DALBAR announced today the 2012 winners of its annual Life Insurance Service Award. For the second consecutive year, **Genworth** was the **only** firm in the life insurance industry to emerge as a leader in customer service in 2012.

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

Important service attributes that dramatically differentiate Genworth from the industry at large include:

- Genworth representatives demonstrate a high degree of professionalism when speaking with policyholders in over 96% of the service experiences evaluated. This compares to an industry average of 32%.
- Genworth representatives understand that often times a conversation can require a very detailed answer regarding a particular client's policy. Genworth representatives are highly adept at re-capping important information discussed in the call more than 80% of the time as compared to the industry average of 55%.

"Genworth understands that the complexities of the products and the changing forces within the industry require a knowledgeable, skilled and empathetic staff," said Kathleen Whalen, Managing Director at DALBAR. She added, "Genworth's results are proof that there is a commitment to providing only the highest tier of service in these critical areas."

The Life Insurance 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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