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Waddell & Reed earns DALBAR Recognition for Excellence Award

(Boston, MA. February 13, 2013) DALBAR, Inc. announced today that Waddell & Reed earned Recognition for Excellence for its exceptional customer service provided to investors and financial advisors. This is the third consecutive year that Waddell & Reed has achieved this level of excellence in serving the needs of both investors and financial professionals.

Over the span of an entire year DALBAR conducted rigorous testing of the call center service that Waddell & Reed provided to both investors and financial advisors and found Waddell & Reed to outshine their peers in the high quality and consistency of service provided.

Waddell & Reed call center representatives achieved a level of excellence for:

- Displaying a high level of professionalism and knowledge of Waddell & Reed's products and services.
- Ensuring a thorough understanding of the request so that all relevant information is provided.
- Understanding that often times a conversation can require a very detailed answer regarding a particular account, Waddell & Reed representatives are highly adept at re-capping important information discussed in the call.

"Through continuous monitoring and evaluation of service delivery, DALBAR has recognized Waddell & Reed as an institution that is dedicated to providing their financial advisors and investors with a premier level of service. Waddell & Reed has achieved the highest levels of recognition for customer service" 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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