

For Immediate Release

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Putnam Investments Earns DALBAR Total Client Experience Award

(Boston, MA January 17, 2012) DALBAR announced today the 2011 winner of its Total Client Experience Award. Putnam Investments was the first firm to emerge as a leader in the combination of quality, security and accuracy of customer service provided to investors.

The Total Client Experience is based on the importance of delivering a high quality of service while also ensuring thorough security measures that must be synchronized with complete and accurate delivery of information. The Total Client Experience measures a firm's ability to demonstrate a high level of professionalism and create confidence in the privacy and reliability of client interactions, which avoids concerns and enhances client confidence, trust and loyalty. The Total Client Experience includes evaluations of:

- Security – client's identity is thoroughly verified without an oppressive or repetitive interrogation before exchanging confidential information
- Processing Accuracy – actions that are necessary to fulfill client requests and needs are completed without mistakes.
- Information Accuracy – answers given to clients are correct and complete.

The Total Client Experience Award is based on systematic testing throughout the year. DALBAR conducts thousands of tests to measure how financial companies respond to the need for telephone service from their customers, the level of accuracy when providing information, making changes to an account and ensuring that they are speaking with the owner, or those authorized to act on their behalf, before engaging in sensitive account activity.

"Identity theft is not limited to emails. According to the Justice Department, up to 700,000 people in the United States may be victimized by identity bandits each year. Putnam Investments recognizes the unease this creates for their investors and has made it a priority to protect their investments from predators," said Kathleen Whalen, Managing Director at DALBAR.

Putnam Investments achieved excellence in the level of professionalism and knowledge displayed by call center representatives and was flawless in verifying the identity of callers before engaging in sensitive activity. Putnam was also consistent in the completeness and accuracy of the information provided and the resulting transactions.

"Putnam Investments understands that in order to secure customer loyalty through a continuously changing market, it is imperative that their representatives are friendly, accurate and protective when discussing their hard earned investments," said Kathleen Whalen, Managing Director at DALBAR.

For more information on DALBAR'S Information & Transaction Accuracy Program or the Total Client Experience Service Award, please contact Brooke Halloran at 617-624-7273 or bhalloran@dalbar.com.

DALBAR, Inc. 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 investment companies, registered investment advisers, insurance companies, broker/dealers, retirement plan providers and financial professionals. DALBAR awards are recognized as marks of excellence in the financial community.

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