

NEWS RELEASE

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Morpace Reports: Consumer Banking Confidence Slides Again

Farmington Hills, MI, February 6, 2009 – Consumer confidence in the financial strength of banks dropped again in January, according to a new national Morpace poll. Even customers’ financial certainty about their own bank, which normally remains high and stable, has eroded significantly.

“This decline in confidence at all levels is a cause for concern,” said Tom Hartley, Vice President of Customer Loyalty at Morpace.

Only 61 percent of consumers are now “very confident” about the financial strength of their primary personal bank, a decline from 68 percent in November. Confidence in the “financial strength of banks in general” – which Hartley says is typically lower than confidence in one’s own bank -- dropped to 32 percent from November’s low 38 percent level.

“Previously the pattern was more typical,” Hartley said. “Confidence in the banking industry was declining, but people continued to trust their own bank. With the prolonged crisis, more consumers now feel less secure even about their own institution. This clearly reveals a need for reassurance – particularly among larger national banks.”

In fact, customers of large national banks are now much less likely to be very confident about their bank compared to customers of credit unions – 54 percent versus 81 percent.

Morpace Omnibus Study interviews were completed in late January 2009, with 1,010 consumers selected from an Internet panel of adults aged 18 and over. The sample’s demographic profile reflects the U.S. population.

Consumers were asked “How confident are you in the financial strength of your primary personal bank?” and “the financial strength of banks in general?” Ratings of eight, nine or ten on a 10-point scale indicate “very confident” customers.

About Morpace Inc.

Morpace is a full-service survey research and consulting organization specializing in automotive, financial services, health care, retail and technology. Morpace has global expertise in providing innovative proprietary solutions to clients in four core areas: market definition and segmentation; product development and pricing; brand and image positioning; and customer satisfaction and loyalty. Morpace serves national and regional banks and other financial institutions.

Established in 1941, Morpace Inc., an ISO 9001:2000 certified organization, is one of the largest privately held marketing research firms in the United States. Headquartered in Farmington Hills, Michigan the company has offices in Irvine, California; New York City; and London, England.