

NEWS RELEASE

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Morpace Reports: Confidence in Banks Slides

Farmington Hills, MI, December 1, 2008 – Consumer confidence in banks continued to slip over the past two months amidst highly publicized financial concerns and uncertainty, according to a new Morpace Omnibus Study.

Only 38 percent of U.S. consumers are now “very confident” in the financial strength of banks in general, down significantly from September’s already low 44 percent level. Even when it comes to their own personal bank, just 68 percent of consumers currently express confidence – a decline from 71 percent two months ago.

“Consumers still have far more confidence in their own banks than they have in the banking system overall,” said Tom Hartley, Morpace Vice President of Customer Loyalty. “However, the continuing financial crisis is taking a toll on the security that people feel even with their personal institutions.”

“Earlier in the financial crisis, Morpace surveys had shown consumers maintaining high levels of confidence in their primary personal bank, however that confidence has finally started to erode,” said Hartley.

Findings are similar across demographic segments. However, consumers under age 55 are less likely to feel confident about their bank’s financial strength, compared to older banking customers.

Morpace Omnibus Study interviews were completed November 17 through 19 with 1,015 consumers selected from an Internet panel of adults aged 18 and over. The sample’s demographic profile reflects the U.S. population.

In the surveys consumers were asked “How confident are you in the financial strength of your primary personal bank?” and “How confident are you in 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.