

FOR IMMEDIATE RELEASE

Heywood Sloane
Bank Insurance & Securities Association
(610) 989-9047 ext. 17
heywoods@bisnet.org

Andrew Singer
Singer's Annuity & Funds Report
(914) 381-7475
a.singer@singerpubs.com

Judith Alexander
Beacon Research
(847) 864-5447 ext 102
judith@beaconresearch.net

Bank Holding Company Annuity Index Gains 3% in Third Quarter; Fixed Annuity Sales Fall 13%

Wayne, PA — January 14, 2010: *The BISA-Singer's Bank Holding Company (BHC) Annuity Index* advanced 3 percent in the third quarter of 2009, the [Bank Insurance and Securities Association](#) (BISA) announced today.

The Index is an average based on quarterly annuity (both fixed and variable) revenues (not sales) at 10 large bank holding companies as reported to the Federal Reserve Board. The index increased from 106 in the second quarter to 109 in the third quarter. Aggregate annuity revenue at the 10 bank companies covered was virtually unchanged—\$292.36 million compared with \$293.08 million in the previous quarter. ([Click here](#) for charts and graphs.)

The Index is produced jointly by BISA and *Singer's Annuity & Funds Report*.

During the same period, sales (not revenues) of the subset of fixed annuities across all depository institutions were an estimated \$7.25 billion, according to the Beacon Research *Fixed Annuity Premium Study*. This was a decrease of 13 percent from the prior quarter and a decline of 24 percent compared to third quarter 2008. The change was primarily due to falling fixed annuity credited rates and a declining rate advantage over bank certificates of deposit, said Beacon. However, companies offering competitive credited rates reported strong third quarter 2009 sales.

"The BHC Annuity Index recovered somewhat from the 2nd quarter, when it plunged 15 percent and reached its lowest point since 2007" said Andrew Singer, editor of the Index. "Three bank companies did particularly well: BB&T Corp., Huntington

Bancshares, and KeyCorp all gained 20 percent or more compared with the previous quarter.”

The quarterly Beacon Research *Fixed Annuity Premium Study* is the only source to track and analyze sales of all types of fixed annuities at the product-level. Findings are based on the results of insurance companies representing an estimated 86% of the U.S. market. BISA members can [click here](#) to log onto the BISA Members website and obtain additional charts and graph with information about the composition and percentage of depository institution fixed annuity sales relative to other channels.

* * * * *

The Bank Insurance and Securities Association (BISA) is the Association of choice for firms and financial professionals who wish to successfully engage in the distribution of integrated financial services including investments and insurance through depository institutions. Its mission is to support member firms and financial professionals within depository institutions by building a community and providing forums to enhance their professionalism, knowledge, and productivity to help them best serve their clients with a broad array of financial solutions.

[Singer's Annuity & Funds Report](#) is published by the [Bank Insurance Market Research Group](#), which also publishes *Who's Who in Bank Insurance* and *Who's Who in Bank Wealth Management*.

Beacon Research is an independent research company and application service provider founded in 1997. Beacon tracks fixed and variable annuity features, rates and sales. In addition, Beacon helps banks and other distributors with comprehensive product profiles, spreadsheets and search tools for advisor/rep websites. Financial institutions use its systems at www.annuitynexus.com for compliance review of 1035 exchanges, sales support, conservation and product research.

NOTE: Credentialed members of the press may obtain additional information by calling Heywood Sloane at 610-989-9047, x 17.

BISA-Singer's BHC Annuity Index: 2009 3rd Quarter

(Dollars in millions)

	3rd Qtr.	Current qtr			Previous	2nd Qtr.		Bank
	Annuities	Index	Bank	State	Qtr. Index	Annuities	Change	Assets
1	\$10.03	0.86	Bancwest Corporation	HI	0.82	\$9.65	4%	\$77,530
2	\$12.97	1.24	BB&T Corporation	NC	1.00	\$10.52	23%	\$165,329
3	\$5.94	0.56	Fifth Third Bancorp	OH	0.69	\$7.29	-19%	\$110,740
4	\$11.15	1.40	Huntington Bancshares Inc.	OH	1.16	\$9.25	21%	\$52,511
5	\$16.70	1.62	KeyCorp	OH	1.35	\$13.91	20%	\$96,985
6	\$9.20	1.09	M&T Bank Corporation	NY	1.06	\$8.95	3%	\$68,997
7	\$30.55	1.79	PNC Financial Services	PA	1.98	\$33.89	-10%	\$271,450
8	\$16.82	0.59	Suntrust Banks, Inc.	GA	0.68	\$19.62	-14%	\$172,814
9	\$15.00	0.66	U.S. Bancorp	MN	0.75	\$17.00	-12%	\$265,058
10	\$164.00	1.10	Wells Fargo & Company	CA	1.09	\$163.00	1%	\$1,228,625
	\$292.36	1.09			1.06	\$293.08	0%	

BISA-Singer's BHC Annuity Index

