

BOSTON PRIVATE BANK & TRUST COMPANY

We are pleased to be named the

2010 Luxury Brand Status Index™ Top Rated Wealth Management Firm

2010 Brand Ratings Highlights	2010 Overall LBSI Score	LBSI Rank Among Brands in Category	Components of the LBSI				Outcome Measures		
			Delivers Consistently Superior Quality	Unique and Exclusive	Used by People who are Admired and Respected	Makes Clients Feel Special Across Full Customer Experience	Firm is Worthy of a Significant Price Premium	I would recommend this firm to other people I care about	Sample size of consumers familiar with the brand
Boston Private Bank & Trust Company	7.18	1	7.13	7.34	6.87	7.38	61%	65%	34
Neuberger Berman Private Asset Mgmt	6.27	7	6.53	6.11	6.42	6.00	33%	48%	37
JP Morgan Private Bank	6.07	13	6.22	5.90	5.93	6.24	30%	37%	116
Northern Trust	6.07	13	6.19	5.88	5.91	6.30	36%	46%	63
US Trust Bank of America Private Wealth Mgmt	6.00	16	6.24	5.83	5.82	6.10	32%	38%	58
HSBC Private Bank	5.84	18	5.79	5.73	5.90	5.93	29%	33%	77
Fidelity Investments	5.82	20	6.84	5.19	5.51	5.72	28%	64%	198
Goldman Sachs	5.80	21	6.03	5.62	5.71	5.82	35%	36%	162
BNY Mellon Wealth Management	5.71	23	5.99	5.42	5.70	5.75	28%	35%	71
Morgan Stanley Smith Barney Wealth Mgmt	5.62	25	6.12	5.17	5.40	5.79	24%	40%	174
Merrill Lynch Wealth Management	5.36	30	5.72	4.92	5.43	5.36	21%	35%	155
Charles Schwab	5.09	32	5.78	4.48	4.88	5.22	20%	48%	196
Bank of America	5.03	33	5.51	4.56	5.02	5.02	25%	35%	239

How We Rank

When surveyed by wealthy consumers with a minimum net worth of \$5 million, Boston Private Bank & Trust earns an overall score of 7.18 out of a maximum possible score of 10, and is the only company among those evaluated to rate above average across all four

component measures of the Luxury Brand Status Index™.

The Bank is the top rated wealth management firm for being unique, having clients who are admired and respected and having the ability to make clients feel

special across the full customer experience. It is also the firm wealthy consumers are most willing to recommend to the people they care about.

To learn more about our services, please call us at 617.912.3719.