

2015 Greenwich Excellence Awards in U.S. Middle Market Banking

February 18, 2016

Greenwich Associates
Recognizes
Excellence in Middle Market Banking



2015 Greenwich Excellence Awards for Middle Market Banking
Among More Than 600 Banks Evaluated, 31 Had Distinctive Quality

National Winners¹

<p>Overall Satisfaction Ally Bank BB&T City National Bank (CA) CoBiz Bank NA Comerica First Citizens Bank & Trust (SC/NC/VA) First Tennessee FNB Corporation Frost Bank Pulton Bank Signature Bank (NY) Synovus Financial United Bank Whitney-Hancock Bank Zions Bancorp</p>	<p>Advice to Help My Business Grow BB&T Comerica First Tennessee Frost Bank SunTrust Credit Policy PNC Bank Likelihood to Recommend Comerica First Tennessee Frost Bank Pulton Bank SunTrust Synovus Financial Whitney-Hancock Bank Zions Bancorp</p>	<p>Investment Banking Bank of America Merrill Lynch J.P. Morgan Wells Fargo Industry Expertise PNC Bank SunTrust Zions Bancorp Relationship Manager Performance Comerica Bank First Tennessee Frost Bank SunTrust Synovus Financial Whitney-Hancock Bank Zions Bancorp</p>	<p>CASH MANAGEMENT Overall Satisfaction BB&T City National Bank (CA) Comerica Bank First Citizens Bank & Trust (SC/NC/VA) First Tennessee Frost Bank Pulton Bank PNC Bank Regions Bank SunTrust Synovus Financial Whitney-Hancock Bank Zions Bancorp Accuracy of Operations BB&T Regions Bank Synovus Financial Zions Bancorp</p>	<p>Customer Service SunTrust Zions Bancorp Product Capabilities Zions Bancorp Sales Specialist Performance BB&T Comerica Frost Bank Digital Functionality Synovus Financial Wells Fargo Zions Bancorp Ease of Product Implementation SunTrust Synovus Financial Zions Bancorp</p>
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Regional Winners²

<p>Overall Satisfaction Northeast Eastern Bank FNB Corporation Pulton Bank Signature Bank (NY) Webster Bank Midwest Ally Bank Bremer Bank South Fidelity & Trust Bank Ibertabank Pinnacle Financial ServisFirst Bank Synovus Financial United Bank Whitney-Hancock Bank</p>	<p>West City National Bank (CA) CoBiz Bank NA Frost Bank Zions Bancorp Advice to Help My Business Grow Northeast First Niagara PNC Bank South First Tennessee West Frost Bank</p>	<p>Likelihood to Recommend Northeast Pulton Bank M&T Bank Midwest Comerica PNC Bank South First Tennessee Pinnacle Financial SunTrust Synovus Financial United Bank Whitney-Hancock Bank West CoBiz Bank NA Frost Bank Zions Bancorp</p>	<p>Relationship Manager Performance Northeast PNC Bank Midwest Comerica South First Tennessee United Bank Whitney-Hancock Bank West CoBiz Bank NA Frost Bank Zions Bancorp</p>	<p>CASH MANAGEMENT Overall Satisfaction Northeast FNB Corporation Pulton Bank Peoples United Bank (CT) Webster Bank South Pinnacle Financial Synovus Financial United Bank Whitney-Hancock Bank West City National Bank (CA) CoBiz NA Frost Bank Zions Bancorp</p>
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Based on almost 13,000 interviews with businesses with sales of \$10–500 million across the country.
¹Comparisons are based on all banks covered across the United States. ²Comparisons are based on only those banks operating in each region.
 The findings reported in this document reflect solely the views reported to Greenwich Associates by the research participants. They do not represent opinions or endorsements by Greenwich Associates or its staff.
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Methodology:

Greenwich Excellence Awards recognize banks that deliver exceptional service quality to middle market companies.

Awards are given in 14 national banking and cash management categories, and in 18 regional categories.

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