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## NEWS RELEASE

### 3C AND PRUDENTIAL COLLABORATE ON "ALL THE RIGHT MOVES"

#### PRIVATE BANKS INCREASINGLY EXPLORE OPEN ARCHITECTURE

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Newark, N.J. – Prudential Investments announced today the release of *All the Right Moves*, a commissioned 3C Financial Partners report evaluating the adoption status of open architecture investment solutions by private bank and trust companies. The report provides valuable insights into the most important elements of implementation. Prudential Investments, a business of Prudential Financial, Inc. (NYSE: PRU) creates, distributes and services investment management solutions for consumers and institutions.

Prudential commissioned the report from 3C to help banks turn their vision into reality and help them compete more effectively in the investment marketplace. The report culls insight from 65 leading private bank and trust companies and lists key action steps, detailed checklists, keys to success and common pitfalls.

Of the banks included in the report, 9 percent said they were evaluating platforms and 17 percent said they were in the process of building platforms. Another 38 percent said they were renting platforms. Finally, more than 35 percent said they were maintaining the status quo, either by not building or continuing to use their current platforms.

"There is no doubt that banks recognize the need for more flexible, objective and competitive investment offerings for their clients," said Kevin Osborn, Vice President, Prudential Investments. "Although banks continue to enjoy a strong foothold in the high net worth and institutional markets, we believe this report will help banks migrate to a platform that offers the potential to improve business results through growth with both new and existing clients."

The report, a follow-up to last year's *Platform Made Perfect*, identifies nine actions firms should take to successfully implement open architecture, potentially resulting in improved platform efficiency, quality and business growth. Each action is supported by comprehensive research and detailed analysis from 3C. Prudential, which began offering wealth management services to banks in 2003, commissioned 3C to research and create the report to provide objective advice to the industry.

3C FINANCIAL PARTNERS (3C) was formed in 2001 to offer investment banking and consulting to a subset of the financial services industry known as wealth managers or investment product developers and distributors. Since that time 3C's professionals have helped hundreds of senior executives envision, initiate, and execute a multitude of complex business transactions and strategies. In short, 3C has helped these executives make the big decisions with respect to: M&A, capital raising, investing, divesting, strategy, corporate development, and corporate governance.

3C's clients span in size from closely-held investment advisory practices (with \$100MM in Assets Under Management) to global financial institutions (with >\$1 trillion in Assets Under Management) and range in maturity from startups to firms with over 100 years of operating history. 3C's business is making companies more valuable through advice and transactions. Accordingly, 3C measures its success in the enterprise value it creates for its clients. Companies that strive to outperform their peers choose to work with 3C because of its deep and thorough understanding of their Company, their Clients, and their Competitors.

Prudential's wealth management solution and service set is designed to help financial institutions provide a higher degree of fiduciary care while driving greater consistency, effectiveness and efficiency into their investment process, helping to lead to profitable growth.

Prudential Financial, Inc. (NYSE: PRU), a financial services leader with approximately \$616 billion of assets under management as of December 31, 2006, has operations in the United States, Asia, Europe, and Latin America. Leveraging its heritage of life insurance and asset management expertise, Prudential is focused on helping individual and institutional customers grow and protect their wealth. The company's well-known Rock symbol is an icon of strength, stability, expertise, and innovation that has stood the test of time. Prudential's businesses offer a variety of products and services, including life insurance, annuities, retirement-related services, mutual funds, asset management, and real estate services. For more information, please visit [www.prudential.com](http://www.prudential.com).

## ABOUT ECHELON PARTNERS

ECHELON Partners (ECHELON) was formed in 2001 to offer investment banking and consulting to a subset of the financial services industry known as "investment product developers and distributors" (IPDADs). Since that time, ECHELON's professionals have helped hundreds of senior executives envision, initiate, and execute a multitude of complex business strategies and transactions. ECHELON's business is making companies more valuable through delivering advice and orchestrating transactions. Accordingly, ECHELON measures its success in the enterprise value it creates for its clients. Companies that strive to outperform their peers choose to work with ECHELON because we are as passionate about their results as they are.

**Daniel Seivert**  
Managing Director  
[dseivert@echelon-group.com](mailto:dseivert@echelon-group.com)

**Tyler Resh**  
Principal  
[tresh@echelon-group.com](mailto:tresh@echelon-group.com)