

## In The News

### Among the top financial holding companies in the nation

- Ranked as the **14th largest financial holding company** in the United States, with total assets of **\$132.6 billion**.
- Approximately **1,500 financial centers** spanning the Carolinas, Virginia, West Virginia, Kentucky, Georgia, Maryland, Tennessee, Florida, Alabama, Indiana and Washington, D.C.



- Consistently recognized by *Fortune* magazine as one of **America's Most Admired Companies**.
- **Ranked No. 312** on the 2006 *Fortune 500* list of America's largest corporations.
- Among the top 100 "**Best Corporate Citizens**" by *Corporate Responsibility Officer* magazine (2007).
- Rated as one of the nation's safest and soundest financial holding companies. As of July 2007, BB&T Corporation's senior long-term debt ratings are: **Moody's: Aa3 S&P: A+ Fitch: AA-**
- Named **Dividend Aristocrat** by *Standard & Poors* (2007).

- Consistently ranked among the nation's top three **small-business-friendly financial holding companies** according to the *U.S. Small Business Administration* (March 2007).



- Presented with seven **Excellence in Business Banking** awards by *Greenwich Associates* (2007) – among the highest number of such awards given to any U.S. bank. BB&T received awards for quality of service in the following categories: Overall Customer Satisfaction – Nationally and Southern region, Business Banker, Branch Services, Call Center, Personal Banking and Cash Management Services.



## BB&T and its affiliates consistently recognized for superior performance

• BB&T Institutional Services was **rated #1 in customer service** among 401(k) providers for companies, municipalities and organizations in the \$1 million to \$10 million range by **401kExchange** in its "Provider Ratings and Market Share Report." These ratings are based on the performance of more than 300 401(k) providers (2006).

• BB&T Capital Markets Equity Research analysts are consistently ranked among the nation's **"Best on the Street"** by *The Wall Street Journal*.

• Nine BB&T Capital Markets equity research analysts ranked in the top three in their industry for earnings estimation or stock picking in the annual **Forbes.com/StarMine survey** of security analyst accuracy. BB&T Capital Markets also had the highest percentage of award-winning analysts out of the companies that made the "Top 10 Brokers" list. (2007).



• BB&T Insurance Services is the **seventh largest insurance agency** in the U.S. and **eighth largest in the world**.

• Named **2007 Dividend Achiever** by *Mergent*, a New York City-based provider of global financial information, a distinction earned by less than 2% of all publicly traded companies.

• Ranked in *Training* magazine's **Training Top 125** list for quality of employee training programs (2007).

• Ranked **"Highest in Customer Satisfaction among Mortgage Servicing Companies"** according to a nationwide study by *J.D. Power and Associates\** (2007).



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\* Branch Banking and Trust received the highest numerical score among mortgage servicers in the proprietary J.D. Power and Associates 2007 Primary Mortgage Servicer Study<sup>SM</sup>. Study based on responses from 11,999 consumers measuring 38 companies and measures the satisfaction of consumers with their current mortgage servicer. Proprietary study results are based on experiences and perceptions of consumers surveyed in November 2006, February 2007, and May 2007. Your experiences may vary. Visit [jdpower.com](http://jdpower.com).

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