

**News Release**

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FOR IMMEDIATE RELEASE

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**BB&T Wealth Management ranked No. 1  
in survey of high net-worth consumers**

**CHARLOTTE, N.C.** – High net-worth consumers rated BB&T Wealth Management the most prestigious regional bank wealth manager in the 2008 Luxury Brand Status Index survey.

The New York City-based Luxury Institute said survey respondents preferred BB&T because of its personalized approach to doing business.

“This ranking is quite an honor,” said David Fisher, manager of BB&T’s Wealth Division. “Our goal is to create the most admired and trusted wealth advisory partner in the industry. We’re not striving to be the biggest, but we certainly believe we can be the best. Being ranked the top wealth management advisor among regional banks by the very clients we serve says we’re well on our way to achieving that goal.”

BB&T’s Wealth Management clients typically include individuals or families with at least \$1 million in assets to invest or at least \$5 million in net worth. The client base includes owners of closely-held businesses, senior corporate executives, professionals, and individuals and families wanting to transfer wealth.

“The fact that high net-worth consumers say they value the personalized services we offer speaks volumes about how individualized our approach is to providing strategies for wealth management,” said Eric Housman, BB&T Wealth Management sales and service director.

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The Luxury Brand Status Index survey is the only measure of leading wealth management brands. A national sample of 551 wealthy American consumers, with an average income of \$751,000 and average net worth of \$13.9 million, was surveyed online. Results were weighted to match demographic and net-worth profiles of the same audience according to the latest Survey of Consumer Finances from the Federal Reserve.

For more information on the Luxury Institute, visit [www.LuxuryInstitute.com](http://www.LuxuryInstitute.com).

BB&T's Wealth Management Division is divided into 27 regional teams, each with its own director, throughout BB&T's 11-state territory. The division has more than \$10 billion in assets under management.

BB&T's Wealth Management division serves as a one-stop provider of five primary services: financial advice, investments, fiduciary, insurance and traditional banking.

With \$136.4 billion in assets, BB&T Corporation (NYSE: BBT) is the nation's 14th largest financial holding company. It operates nearly 1,500 financial centers in 11 states and Washington, D.C. More information about the company is available at [BBT.com](http://BBT.com).

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