



March 26, 2015

OMAHA, Neb.- The MSR Group today announced that Investors Bank is the recipient of its APECS® Customer Advocacy Award, Northeast Region for the second consecutive year.

This award is given to the client retail banking organization receiving the highest Net Advocacy Rating among its customers within their respective region. To qualify as a potential recipient, clients must have achieved a rating significantly higher than the national average and rank highest among all APECS® clients. Investors Bank posted a 2014 Net Advocacy Rating ten percent higher than the 2014 APECS® National Average. Investors Bank's rating is significantly higher than many of the nation's largest banks. Net Advocacy Rating is one of the strongest indicators of customer retention and increased revenue for financial institutions.

"On behalf of all the employees at Investors Bank, we would like to thank The MSR Group for awarding us with the APECS Customer Advocacy Award for the Northeast Region," said Investors Bank's Executive Vice President and Chief Retail Officer Paul Kalamaras. "To win this award two years in a row would not be possible without the loyalty of our customers and the hard work of our employees, who strive day in and day out to make a positive difference in the lives of others."

Ratings are based on results from The MSR Group's National Consumer Banking Survey, a study which collects feedback on customer satisfaction and advocacy for banks and credit unions nationwide.

"Investors Bank continues to look for ways to raise the bar on the level of service they provide to their existing customers," said The MSR Group Chief Operating Officer Joel Vaslow. "They also are looking for ways to ensure a great experience for new customers as they join the bank. APECS® supports both these efforts and allows Investors Bank to monitor and drive improvements in the experience of both new and existing customers."

About Investors Bank

Investors Bank is an independent, full-service community bank that has been serving customers since 1926. With over \$18.7 billion in assets and a network of over 130 branches across New Jersey, New York City, and Long Island, Investors serves a wide range of consumer, business, commercial real estate, nonprofit, and local government customers. In addition, the Investors Foundation, which has granted more than \$12 million since 2005, supports local and statewide organizations that enrich the quality of life in the communities the bank serves. For more information about Investors Bank, please call 855-iBank4U or visit myinvestorsbank.com.

About The MSR Group

The MSR Group is a nationally recognized full-service market research company. Located in Omaha, Nebraska, The MSR Group offers a full complement of quantitative and qualitative methodologies across the financial, retail, advertising and agricultural industries. The firm's proprietary APECS® System specializes in providing "real-time" voice of the customer research for financial institutions.

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