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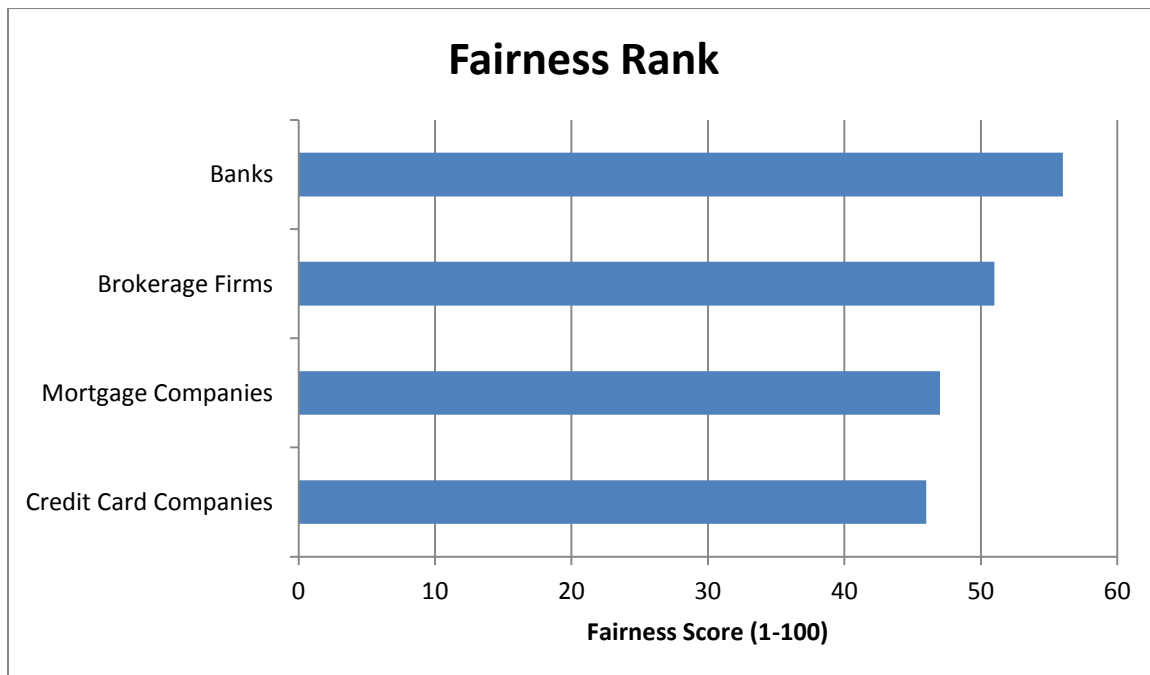
February 25, 2014

Contact: Paul Lubin, Lubin Research, [www.lubinresearch.com](http://www.lubinresearch.com)

**February 2014 survey shows a substantial proportion of consumers perceive unfair treatment by financial institutions. Between 21% and 39% of consumers say they are treated unfairly by banks, brokerage firms, credit companies and mortgage companies.**

The survey reveals credit card and mortgage companies rank lowest in terms of treating consumers fairly. While banks fare better among consumers, only 2 in 10 view banks as treating consumers Very Fairly.

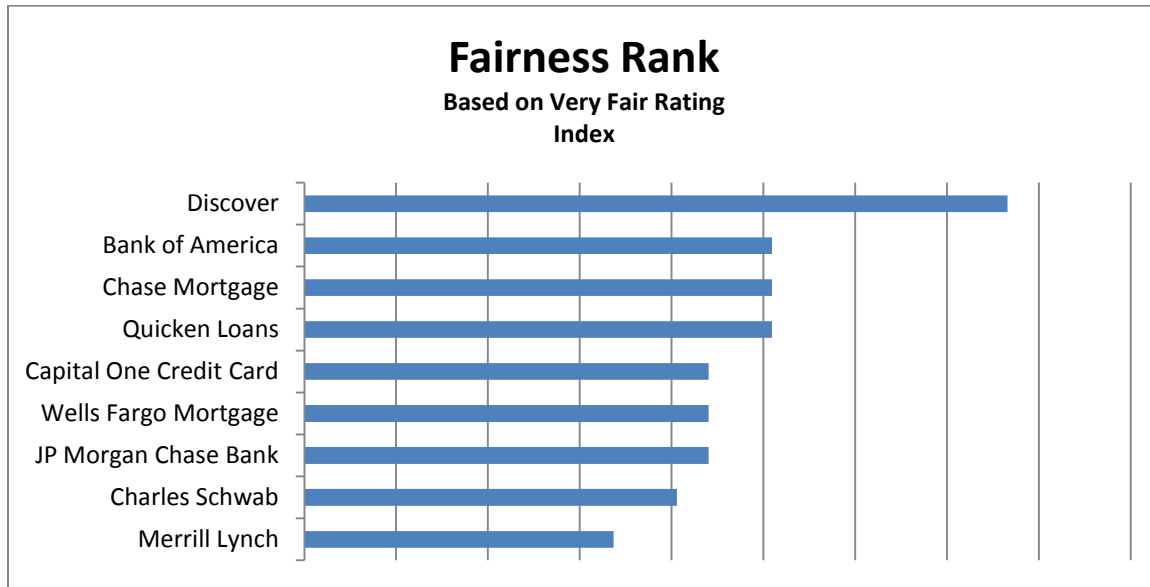
Of the financial service firms evaluated Discover ranked highest while Merrill Lynch, Charles Schwab, JP Morgan Chase Bank, Capital One Credit Card and Wells Fargo Mortgage ranked worst in terms of fairness.



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For questions or survey results contact Paul Lubin at [plubin@lubinresearch.com](mailto:plubin@lubinresearch.com) or (914) 940-6404

The Lubin Research Financial Industry Fairness Survey was conducted via the web in mid February 2014 among a national sample of 118 consumers.

#### About Lubin Research

For over 30 years Paul Lubin has helped companies improve the customer experience and ensure consumers are treated fairly through action oriented market research. The company specializes in the financial services industry. Paul Lubin has worked for the leading financial institutions in the country and has conducted more than 1,000 custom market research projects.