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CLEVELAND — KeyBank recently announced it scored significantly higher than its four largest competitor banks in a third quarter 2010 customer satisfaction survey conducted by the American Customer Satisfaction Index (ACSI).

KeyBank's survey results were based on feedback from one-thousand Key clients.

Key's scores were significantly better than bank industry scores across multiple dimensions, most notably customer loyalty.

"We're proud that our ACSI customer satisfaction scores have risen significantly this year, especially since the survey findings are a result of direct feedback from our clients," said Beth Mooney, president and chief operating officer of KeyCorp. "The higher scores demonstrate our employees' continued focus on delivering knowledgeable advice and extraordinary service when our clients really need it most."

The ACSI 2010 scores are only the latest in a series of accolades Key has received recently for

outstanding customer service.

In 2009, Key was named a Top 25 Customer Service Champ by BusinessWeek, the top bank on the list. KeyBank ranked 11th out of 25 companies known for their service acumen.

In Corporate Insight's 2010 Bank Monitor Report, the premier independent ranking service for the online space, Key was cited for enhancements made to its online banking site, Key.com for application capabilities, banking account information and account transfer capabilities; and banking alerts and customer help features.

Earlier this year, Key's Call Centers were ranked second in the nation in a survey conducted by O'Connor & Associates, a New Jersey benchmarking firm, on such measures as customer rapport, product knowledge, cross selling and successfully offering a product or service to prospective customers.

Key has engaged ACSI - a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States - over a number of years to survey its customers on various service-level metrics.

The American Customer Satisfaction Index is updated each quarter with new measures for different sectors of the economy replacing data from the prior year. The national ACSI score for a given quarter factors in scores from about 225 companies in 45 industries and from local and federal government services over the previous four quarters.

The ACSI was developed at University of Michigan's Ross School of Business and can be found on the web at www.theacsi.org.

Cleveland-based KeyCorp is one of the nation's largest bank-based financial services companies, with assets of approximately $94 billion. Key companies provide investment management, retail and commercial banking, consumer finance, and investment banking products and services to individuals and companies throughout the United States and, for certain businesses, internationally. For more information, visit www.key.com .