

Press release



20 November 2001

Corporate Communications
S-103 50 Stockholm, Sweden
Telephone +46-8-788 10 00
Telefax +46-8-788 23 80
www.skandia.se

Office:
Sveavägen 44

American Skandia wins top ranking in Dalbar survey

Skandia's US subsidiary American Skandia has received the #1 ranking for Overall Marketing Support, according to the 15th annual Financial Professional 2001 Survey by DALBAR, the Boston-based industry rating and research company.

This achievement stems from a survey conducted last summer, in which DALBAR queried top-producing Investment Professionals, Broker/Dealer Marketing and Operations Managers.

American Skandia shared first place with another company in a ranking given by Broker/Dealer Marketing Managers.

"In difficult times for the financial markets, it is crucial to ensure that we are delivering the utmost support to the Key Account firms that drive our business," comments Bayard Tracy, Director of Sales for American Skandia. "These annual surveys are a way to measure our efforts. This year's ranking is a wonderful reflection of the core values we strive for every day: to be passionate, creative, tenacious and caring."

For further information, please contact:

Marianne V. Stochmal, tel. +1-203-402-1248, e-mail: mstochmal@skandia.com