



ALLIANCEBERNSTEIN

AllianceBernstein Announces July 31, 2010 Assets Under Management

August 11, 2010

NEW YORK, Aug 11, 2010 /PRNewswire via COMTEX/ -- AllianceBernstein L.P. and AllianceBernstein Holding L.P. (NYSE: AB) today announced that during the month of July, preliminary assets under management increased by approximately \$24 billion, or 5.2%, to \$482 billion at July 31, 2010, as positive investment performance was partially offset by modest net outflows.

AllianceBernstein L.P. (The Operating Partnership)
ASSETS UNDER MANAGEMENT

		At July 31, 2010 Preliminary -----		At June 30, 2010 ----	
\$billions	Institutions	Retail	Private Client	Total	Total
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Equity					
Value	\$94	\$33	\$23	\$150	\$139
Growth	41	22	16	79	75
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	135	55	39	229	214
Fixed Income	122	48	34	204	199
Other(1)	29	19	1	49	45
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Total	\$286	\$122	\$74	\$482	\$458
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		At June 30, 2010 -----			
Total	\$271	\$116	\$71	\$458	
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(1) Includes index, structured, asset allocation services and other non-actively managed AUM.

Cautions regarding Forward-Looking Statements

Certain statements provided by management in this news release are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to risks, uncertainties, and other factors that could cause actual results to differ materially from future results expressed or implied by such forward-looking statements. The most significant of these factors include, but are not limited to, the following: the performance of financial markets, the investment performance of sponsored investment products and separately-managed accounts, general economic conditions, industry trends, future acquisitions, competitive conditions, and current and proposed government regulations, including changes in tax regulations and rates and the manner in which the earnings of publicly-traded partnerships are taxed. AllianceBernstein cautions readers to carefully consider such factors. Further, such forward-looking statements speak only as of the date on which such statements are made; AllianceBernstein undertakes no obligation to update any forward-looking statements to reflect events or circumstances after the date of such statements. For further information regarding these forward-looking statements and the factors that could cause actual results to differ, see "Risk Factors" and "Cautions Regarding Forward-Looking Statements" in AllianceBernstein's Form 10-K for the year ended December 31, 2009 and Form 10-Q for the quarter ended June 30, 2010. Any or all of the forward-looking statements made in this news release, Form 10-K, Form 10-Q, other documents AllianceBernstein files with or furnishes to the SEC, and any other public statements issued by AllianceBernstein, may turn out to be wrong. It is important to remember that other factors besides those listed in "Risk Factors" and "Cautions Regarding Forward-Looking Statements", and those listed above, could also adversely affect AllianceBernstein's financial condition, results of operations and business prospects.

About AllianceBernstein

AllianceBernstein is a leading global investment management firm that offers high-quality research and diversified investment services to institutional clients, individuals and private clients in major markets around the world. AllianceBernstein employs more than 500 investment professionals with expertise in growth equities, value equities, fixed income securities, blend strategies and alternative investments and, through its subsidiaries and joint ventures, operates in more than 20 countries. AllianceBernstein's research disciplines include fundamental research, quantitative research, economic research and currency forecasting capabilities. Through its integrated global platform, AllianceBernstein is well-positioned to tailor investment solutions for its clients. AllianceBernstein also offers high-quality, in-depth research, portfolio strategy and brokerage-related services to institutional investors, and equity capital markets services to issuers of publicly-traded securities.

At June 30, 2010, AllianceBernstein Holding L.P. owned approximately 36.7% of the issued and outstanding AllianceBernstein Units and AXA, one of the largest global financial services organizations, owned an approximate 62.5% economic interest in AllianceBernstein.

SOURCE AllianceBernstein L.P.