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## Andrea Prochniak Joins AllianceBernstein as Director of Investor Relations

March 21, 2011

NEW YORK, March 21, 2011 /PRNewswire via COMTEX/ -- AllianceBernstein Holding L.P. (NYSE: AB) and AllianceBernstein L.P. today announced that Andrea L. Prochniak has joined the firm as Senior Vice President and Director of Investor Relations. In her new position, Prochniak will be responsible for AllianceBernstein's global investor relations program, managing relationships and communications with major institutional unitholders, sell-side analysts covering the firm and individual investors.

"Andrea is an accomplished investor relations professional who brings a wealth of experience to the role," said I. Steven Goldstein, Chief Communications Officer, AllianceBernstein L.P. "Having spent most of her 18-year career developing and executing communications programs for financial audiences, she is the ideal person to be sharing our exciting story with the investment community going forward."

Prochniak joins AllianceBernstein from CBS Corporation where, as Vice President of Financial Communications since 2008, she led the communications effort for the firm's major corporate and financial events.

Previously, she spent nine years with Morgan Stanley, most recently as Executive Director of Investor Relations, serving as the primary liaison between senior management and the investment community.

Prior to that, Prochniak spent three years as a financial journalist for Fortune Magazine, where she reported and wrote stories on equity and mutual fund investing for the U.S., European and Asian editions.

Prochniak began her career as a securities analyst with Morningstar, Inc. in Chicago. She has a Master's of Science in Journalism from Northwestern University's Medill School, and a B.A. from Colby College.

### **About AllianceBernstein**

AllianceBernstein is a leading global investment management firm that offers high-quality research and diversified investment services to institutional investors, individuals and private clients in major world markets.

At December 31, 2010, AllianceBernstein Holding L.P. owned approximately 37.8% of the issued and outstanding AllianceBernstein Units and AXA, one of the largest global financial services organizations, owned an approximate 61.4% economic interest in AllianceBernstein.

Additional information about AllianceBernstein may be found on our internet site, <http://www.alliancebernstein.com/>.

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