



ALLIANCEBERNSTEIN

## AllianceBernstein's New Investment Blog Provides Context for Investors

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NEW YORK, Oct. 6, 2011 /PRNewswire via COMTEX/ -- AllianceBernstein L.P. (AllianceBernstein) announced today the launch of *Context*, the firm's new blog on investing. The firm, known for its deep commitment to research, created *Context* to provide clients and investors with quick and easy access to timely insights on today's investment issues.

"*Context* is the latest step in our ongoing effort to meet clients where they want to be met, providing perspective and clarity on the often confusing things they're hearing in the marketplace," said AllianceBernstein's Chief Communications Officer Steve Goldstein. "It's a new way of delivering the deep research and knowledge we bring to their portfolios in a timely fashion. We believe it will help our clients navigate through today's turbulent markets."

The blog is available to the public and covers a wide range of issues across equities, fixed income, currency, asset allocation, defined contribution plans, wealth management and economics. AllianceBernstein's bloggers will also weigh in on topical issues by joining online conversations and commenting on other articles in the blogosphere. Readers are invited to share their own opinions with the firm.

"We've looked at countless other investment blogs and we truly believe *Context* is head-and-shoulders above anything our competitors are publishing," says Senior Vice President Larry Black, Head of E-Business at AllianceBernstein. "This isn't just off-the-cuff instant market commentary. Our research allows our bloggers to speak with real authority on the investment controversies of the day. And they do so in a tone and language that speaks to all investors."

Top investment professionals at AllianceBernstein will be among the regular contributors, including:

- Joseph Carson, Director of Global Economic Research
- Sharon Fay, Head of Equities and Chief Investment Officer (CIO) of Global Value
- Tom Fontaine, Head of AllianceBernstein Defined Contribution
- Giulio Martini, CIO of Currency Strategies
- Seth Masters, CIO of Asset Allocation
- Doug Peebles, Head of Fixed Income
- Greg Singer, Director of Research, Wealth Management Group
- Vadim Zlotnikov, Chief Market Strategist

The AllianceBernstein blog can be accessed at <http://www.blog.alliancebernstein.com/> and can also be followed on AllianceBernstein Twitter channel ([@AllianceBernstn](https://twitter.com/AllianceBernstn)) as well as the firm's [Facebook page](#).

### 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 June 30, 2011, AllianceBernstein Holding L.P. (NYSE: AB) owned approximately 37.8% of the issued and outstanding AllianceBernstein Units and AXA, one of the largest global financial services organizations, owned an approximate 62.4% economic interest in AllianceBernstein.

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

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