

Comerica Recognized as One of the Most Community-Minded Companies in the Nation by Points of Light

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DALLAS, June 21, 2017 /PRNewswire/ -- Comerica Incorporated (NYSE: CMA) today was recognized as one of the most community-minded companies in the nation as part of The Civic 50, an initiative of Points of Light, the world's largest organization dedicated to volunteer service. It is the third time Comerica has been named to this prestigious list since 2012 and the first time in consecutive years.

"The Civic 50 continues to set the standard for corporate civic engagement nationwide," said Nathan Bennett, Comerica's chief diversity officer and head of Talent Acquisition.

The Civic 50 winners were announced at the Points of Light Conference on Volunteering and Service in Seattle, where leaders in volunteerism and civic engagement are gathering to discuss social innovation, cross-sector collaboration and citizen engagement that can drive change.

"In the fifth year of honoring the most community-minded companies in the nation, The Civic 50 truly highlights the commitment to community and civic engagement of America's leading brands. This year's honorees contributed more than \$1.4 billion and 10.1 million volunteer hours in their communities around the country," said Jennifer Lawson, president of networks at Points of Light. "Encouraged by calls for responsible citizenship from shareholders, employees and customers—but also driven by a desire to build trust and define their brands—Civic 50 companies are putting communities at the center of business."

The Civic 50 winners are public and private companies with U.S. operations and revenues of \$1 billion or more, and are selected based on four dimensions of their U.S. community engagement program:

- **Investment:** How extensively and strategically does the company apply its resources to community engagement in the United States, including employee time and skills, cash, in-kind giving and leadership?
- **Integration:** How does the company integrate their U.S. community engagement programs into key business functions, including employee engagement, marketing/PR, diversity and inclusion, recruiting, stakeholder relations and skill-development?
- **Institutionalization:** How does the company support community engagement in the United States through organizational policies, systems and incentives?
- **Impact:** How does the company measure the social and business impact of their U.S. community engagement program?

"The program is really a roadmap for us, as we seek the best use of our colleagues' time, talent and resources to improve the quality of life in the communities where we do business," said Patricia McCann, Comerica's National Civic Affairs manager.

"Involvement" is a core value of Comerica. In 2016, Comerica employees donated their personal time and talents, about \$1.3 million worth in volunteer hours, to make a positive difference in the bank's communities. Comerica also contributed more than \$8 million to not-for-profit organizations in 2016, and the bank's employees raised nearly \$1.7 million for the United Way and Black United Fund.

The Civic 50 survey was administered by True Impact, a company specializing in helping organizations maximize and measure their social and business value. The survey instrument consists of quantitative and multiple-choice questions that inform the Civic 50 scoring process. The Civic 50 is the only survey and ranking system that exclusively measures corporate involvement in communities.

To learn more about The Civic 50, to see a full list of the winners and to access the highlights, trends, benchmarking data and best practices from the 2017 Civic 50, please visit www.Civic50.org.

About Points of Light

Points of Light, the world's largest organization dedicated to volunteer service, mobilizes millions of people

to take action that is changing the world. Through affiliates in 250 cities and partnerships with thousands of nonprofits and corporations, Points of Light engages four million volunteers in 30 million hours of service each year. We bring the power of people where it's needed most. For more information, visit www.pointsoflight.org.

About Comerica

[Comerica Incorporated](#) is a financial services company headquartered in Dallas, Texas, and strategically aligned by three business segments: The Business Bank, The Retail Bank, and Wealth Management. Comerica focuses on relationships, and helping people and businesses be successful. In addition to Texas, Comerica Bank locations can be found in Arizona, California, Florida and Michigan, with select businesses operating in several other states, as well as in Canada and Mexico. Comerica reported total assets of \$73 billion at March 31, 2017.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/comerica-recognized-as-one-of-the-most-community-minded-companies-in-the-nation-by-points-of-light-300477493.html>

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