



Prudential Fund Management Berhad Incorporates Barra Analytics into Fundamental Investment Process

Hong Kong - October 14, 2010 - MSCI Inc. (NYSE: MSCI), a leading provider of investment decision support tools worldwide, is pleased to announce that Prudential Fund Management Berhad, part of Prudential plc of the United Kingdom*, is using the Barra Malaysia Equity Model in their fundamental investment process. Prudential Fund Management Berhad is one of Malaysia's largest fund management companies with over RM 18 billion in assets under management as of June 30, 2010.

The company is using the Barra Malaysia Equity Model to build and manage their Malaysian strategies, and to understand market exposure, portfolio characteristics, and risk contributions of the assets they hold. The firm's equity portfolio managers use the information to understand the sources of risk and return within their portfolios.

Deborah Yang, Managing Director of MSCI in Asia Pacific, said, "This is an important step for the Barra business in Malaysia, and we believe other clients are likely to follow suit as we bring the benefits of using equity risk models to fundamental managers across the Asia region."

MSCI offers single country Barra equity models for 11 Asia Pacific markets, in addition to the recently-released Barra Asia Pacific Equity Model which is designed to help institutional money managers of pan-Asian strategies gain local market risk and return insight across the broad region.

* Prudential plc and Prudential Fund Management Berhad are not affiliated in any manner with Prudential Financial, Inc, a company whose principal place of business is in the United States of America.

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About MSCI Inc.

MSCI Inc. is a leading provider of investment decision support tools to investors globally, including asset managers, banks, hedge funds and pension funds. MSCI products and services include indices, portfolio risk and performance analytics, and governance tools.

The company's flagship product offerings are: the MSCI indices which include over 120,000 daily indices covering more than 70 countries; Barra portfolio risk and performance analytics covering global equity and fixed income markets; RiskMetrics market and credit risk analytics; ISS governance research and outsourced proxy voting and reporting services; FEA valuation models and risk management software for the energy and commodities markets; and CFRA forensic accounting risk research, legal/regulatory risk assessment, and due-diligence. MSCI is headquartered in New York, with research and commercial offices around the world.

For further information on MSCI, please visit our web site at www.msci.com

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