

NEWS RELEASE

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Market Line Associates Offers Enterprise Financial Planning and Reporting Tool for Financial Institutions

Solution helps in improving product and organizational
profitability and is Sarbox compliant

ATLANTA, November 2006 – Market Line Associates, the premier provider of profitability and customer management solutions to the financial industry, announced it offers an Enterprise Financial Planning and Reporting (EFPR) tool for financial institutions to help in improving product and organizational profitability. EFPR features general ledger and financial reporting, organizational and product profitability, budgeting, forecasting and cost allocation software solutions.

Baltimore, Md.-based Provident Bank has been using EFPR since 1998. The bank has \$6 billion in assets, approximately 250,000 customers and 140 branches. According to Joe Brown, xx at Provident Bank, “The financial reporting, budgeting and forecasting features of EFPR are unmatched. It has enabled us to produce actionable strategies to improve the institutions’ overall financial performance. We use this application throughout the enterprise – everyone from the finance department to line management can benefit from the customizable reports. It also helps us comply with Sarbanes-Oxley and other regulations by automatically creating audit trails that would be virtually impossible to accurately produce without a technology like this.”

EFPR has two basic elements: Financial Reporting and Budgeting-Forecasting. The Financial Reporting Module generates both financial reports (generated for external use, i.e. annual reports, balance sheets and income statements) and managerial reports (generated for internal use, i.e. organizational profitability reports, product profitability reports and funds transfer pricing reports).

The Budgeting and Forecasting Module is used to create and maintain the budget and forecast expected needs and resources for a bank. The module allows users to create and maintain the overall budgets for the bank as well as its component parts. Users can also compare actual performance to budgeted performance, re-forecast the budget using actual information, calculate variances and compare multiple time periods. It is also extremely flexible in budgeting from varying levels of an organization's hierarchy.

EFPR can answer many questions for a financial institution including: Which areas of the bank are contributing the most to their profitability? Which areas are performing as expected? Are we over budget? If so, where? What are the profitable channels of delivery? Answering these questions allows institutions to make changes that will affect bottom-line performance.

The information needed to generate these reports is housed in a bank’s General Ledger (GL) system. The software interfaces with the general ledger in a real-time environment. The software is typically updated when the GL system is refreshed, usually daily. The

EFPR software takes information from the GL and has the capability to feed information back to the GL, if necessary.

Kim Sutherland, director and COO of Market Line Associates, said, "EFPR is highly flexible -- our clients can create almost any report they need. The ability to manipulate data and look at it at the granular level is invaluable. This software puts the right information in the right hands with ease, allowing any financial professional to create budgets and forecasts, as well as, monitor the bank's performance."

About Market Line Associates

Market Line Associates is a provider of profitability software and customer management solutions to the financial industry and is dedicated specifically to helping banks identify business opportunities in line management and marketing, as well as, integrate profitability metrics in finance. Since 1986, Market Line Associates has designed strategies that improve overall profitability by producing knowledge-based solutions that address current business challenges. Market Line Associates' integrated suite of products offer compelling improvements in financial performance and ensure a competitive edge in the marketplace. Their client base represents many of the most respected national and international financial institutions in the industry.

For more information about Market Line Associates call 404.248.1100