

NEWS RELEASE

Contact:

Andrew McCaskill

Market Line Associates Media Contacts

678.781.7210/678.781.7227

Market Line Associates Names Greg Stuhlman Financial Analyst Team Leader

Profitability firm expands financial analysts to meet growing client demand

ATLANTA, October 2006 – Market Line Associates, the premier provider of profitability and customer management solutions to the financial industry, recently promoted Greg Stuhlman to financial analyst team leader and also expanded his new team by adding Kenneth Gray and Ethan Petersen as financial analysts.

Stuhlman has been a financial analyst with Market Line Associates for almost two years. He has contributed to several of the company's largest clients and supports strategic initiatives such as helping clients access their data in a more efficient manner to produce actionable strategies and improved financial return. In his new role, he will direct the

activities of the company's financial analysts team as well as participate in new client installations and support a variety of strategic projects.

“Greg has continued to demonstrate his exceptional abilities in analysis, problem solving, and client servicing,” said Scott Storbeck, CEO of Market Line Associates. “As a result, I believe he is prepared to lead our financial analyst team and support the company's goal of helping our clients understand how to maximize their ability to increase sales, improve profitability and strengthen customer relationships.”

As financial analysts, Gray and Petersen will support Market Line Associates' clients by creating and executing monthly financial diagnostic reports to assure data quality and accuracy. They will also prepare financial and analytical output to support client projects.

Gray's background includes professional experience in the banking and mortgage industries, where he held consulting positions at Bank of America, American Freedom Mortgage, Inc. and Global Mortgage Group. Gray received his Bachelor of Science degree in Economics from University of Tennessee.

Petersen joins Market Line Associates with more than six years of business experience, and he has an extensive background in financial analysis in the banking industry. He has worked at prestigious companies including Allied Barton, Wachovia and UPS. Petersen is a graduate of Central College in Pella, Iowa, where he earned a Bachelor of Arts degree in Business Administration, majoring in Finance and Economics.

Kim Sutherland, director and COO of Market Line Associates, said, “Market Line Associates is a results-driven organization that is committed to providing the highest level of service and professionalism to our clients. The addition of Kenneth and Ethan to the Market Line Associates team, as well as Greg's promotion to team leader, will deepen the firm's knowledge base and increase our collective financial expertise.”

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 or visit www.market-line.com.

For more information about Market Line Associates call 404.248.1100