

NEWS RELEASE

Andrew McCaskill

Market Line Associates Media Contacts

678.781.7210 / 678.781.7227

Market Line Associates Sponsors BAI, AMI*fs* Customer and Relationship Profitability Workshop for Financial Institutions

Advanced educational forum showcases keynote addresses from four major banking institutions, interactive roundtables and open panel discussions

ATLANTA, September 2006 – Market Line Associates, the premier provider of profitability and customer management solutions to the financial industry, announced it will be sponsoring the Bank Administration Institute (BAI) and Association for Management Information in Financial Services' (AMI*fs*) 2006 Customer and Relationship Profitability for Advanced Practitioners Workshop at the Wyndham Vinings Hotel in Atlanta, Nov. 9-10, 2006.

The advanced workshop will showcase professionals from Washington Mutual, ABN AMRO, FirstMerit Bank and Hancock Bank who will each share their specific experiences integrating customer and relationship profitability metrics into their

institutions. The event, which will include keynote addresses, interactive roundtables and open panel discussions, is designed for individuals responsible for establishing or managing customer profitability or customer-related performance measures.

Sessions will address:

- The selection of specific profitability metrics and how to calculate, deliver and monitor them;
- Dealing with the real-life data challenges and delivery obstacles;
- How organizations realize bottom-line results; and
- Reviewing groundwork for project and resource planning, scope definition and internal sales.

Kim Sutherland, director and COO of Market Line Associates, said, “Market Line Associates is dedicated to educating financial institutions on how they can better align their organizational infrastructures so that Customer Relationship Management (CRM) strategies can be better executed and improve overall customer profitability. This conference promises to be not only an educational, enriching experience but also a forum to share ideas and network with executives from leading financial institutions. Attendees can discuss best practices, goals and exchange ideas in a non-competitive environment.”

Attendee Tom McDermott, SVP, Division Exec - Retail Bank Network Optimization of Washington Mutual, expressed how impressed he was with last year’s event. “The Customer and Relationship Profitability Workshop was a unique opportunity to meet with other leading-edge bank executives and financial analysts in an informal, yet highly educational setting. We were able to share ideas, discuss common issues and barriers to success within financial services in the future. The conference far exceeded my expectations from an educational value, with tight budget constraints on training these days it is important to find value added session to attend. This year’s workshop promises to be even more dynamic, with open panels and discussion opportunities, and an even

greater emphasis on how other banks are integrating customer and relationship profitability metrics into their management reporting within their financial institutions.”

About Market Line Associates

Market Line Associates is a provider of profitability and customer management solutions to the financial industry and is dedicated specifically to helping banks integrate and streamline their profitability performance metrics in finance, line management and marketing. 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