

MARKET LINE ASSOCIATES

SOLUTIONS FOR PROFITABILITY AND CUSTOMER MANAGEMENT

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Periodical: MLA Celebrates 20 Years of Success

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News Release

Market Line Associates LLC, the premier provider of profitability and customer management solutions to the financial industry, recently celebrated its 20th year of success in delivering results to the nation's top financial institutions. This important company milestone comes at a time of great change in the organization, including the acquisition of a major software company, and an overall refocusing of Market Line's offerings.

Since its start in the mid-1980, Market Line Associates has helped more than 20 of the nation's top 100 banks improve their average profitability per customer relationship by as much as 30 percent. Its client base represents some of the most respected national and international financial institutions in the industry.

With the recent acquisition of Houston-based EAS Software, Inc., Market Line now offers a full range of performance intelligence and flexible analytical tools including financial reporting, organizational, product and customer profitability, as well as budgeting and forecasting with seamless reconciliation tools. Before acquiring EAS, Market Line's primary focus had been the development and production of account and relationship profitability solutions. In response to the changing banking environment and a demand for integrated organizational, product and relationship profitability information, the company acquired EAS Software, Inc. in September 2006. The acquisition expanded the range of solutions Market Line provides to financial institutions. EAS' core product, Enterprise Financial Planning and Reporting (EFPR), features organizational and product-based financial reporting, which compliments Market Line's relationship profitability solutions.

Scott Storbeck, CEO of Market Line Associates, said, "We have provided financial expertise and guidance to some of the nation's largest banks for 20 years now, and it is a great accomplishment that we've been able to maintain such a strong industry presence – a true testament to our solutions. The banking environment is highly competitive and ever changing, and companies must be able to respond quickly to demand. Today, we celebrate two decades of achievement, and we look forward to continued success with a wider array of products and services."

"The acquisition of EAS Software further positioned the company to achieve even greater progress," said Kim Sutherland, director and chief operating officer of Market Line Associates. "We anxiously await continued growth with the combined strength of our two firms. We are

pleased to offer an increased value proposition to our clients, helping them better understand what drives their costs and revenue and addressing their business challenges with our solutions. On this anniversary, we celebrate our past success, and we're very excited about the future."

Kathleen Khirallah, research director at TowerGroup, added, "We have been customers for quite some time now. As the leading research and financial advisory firm, we depend on the best solutions applicable to our banking customers. With the combined strength of EAS Software, I know Market Line will continue to provide us with top notch customer management and relationship profitability applications."

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 or visit www.market-line.com.

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