

COREPROFIT™
SOLUTIONS
PRESS RELEASE

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**CorePROFIT Solutions Adds Five New Customers,
Renews & Expands Two More in Billion-Plus Asset Category**

West Chester, Pennsylvania, January 29, 2009 – CorePROFIT Solutions, Inc., a premier profitability solutions company for financial services firms, announced that it recently signed on five new customers and renewed agreements with two existing customers. The company’s solutions – delivered through a cost-effective hosted model – provide credit unions and banks with valuable insights into the costs and profitability of members, products, channels, and marketing campaigns.

“CorePROFIT’s advanced solutions are more relevant today than ever to help financial institutions employ enterprise profitability to improve net income and gain a competitive advantage: two vital business goals in these challenging times,” said Larry Tankeloff, Chief Operating Officer. “By simplifying the process of defining, developing, reporting and analyzing all facets of member-level profitability, CorePROFIT delivers valuable, actionable information to credit unions and other financial institutions.”

The following financial institutions recently signed new multi-year agreements for CorePROFIT’s hosted profitability solutions and Behavior-Based Costing solutions:

- American Airlines Federal Credit Union, \$5.0 billion
- Affinity Federal Credit Union, \$1.8 billion
- FirstMark Federal Credit Union, \$697 million
- Central Pacific Bank, \$5.5 billion
- Univest Bank, \$2.0 billion

As further evidence of the value and relevance of CorePROFIT’s solutions in today’s market, the following CorePROFIT Solutions customers recently renewed their agreements with the company, extending their commitments for multi-year profitability services that include profitability reporting, analysis and recommendations:

- more -

- ESL Federal Credit Union, \$3.6 billion
- Citadel Federal Credit Union, \$1.2 billion

“CorePROFIT truly understands costing and profitability and has developed a methodology that we believe is a ‘better mousetrap’ than the offerings of others in the industry,” said Walter Rusnak, Executive Vice President and CFO, ESL Federal Credit Union. “Their models focus on the larger issues and trends affecting costing, combining the right level of detail with critical high-level analysis. Based on the success of our initial costing project, we will now use CorePROFIT’s profitability solution to develop our product P&Ls, which will free up our staff to focus on analysis and decision-making rather than on the mechanical aspects of report preparation.”

About CorePROFIT Solutions, Inc.

Founded in 1999, CorePROFIT Solutions, Inc. is a premier behavior-based costing and profitability solutions company for banks, credit unions, and other financial services firms. The company offers seven solutions that provide financial institutions auditable and actionable tools to improve net income, maximize efficiencies, and protect their greatest asset – their members/customers. All solutions are tailored to deliver world class profitability and cost development capabilities and have the lowest total cost of ownership of any profitability vendor.

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