



**FOR IMMEDIATE RELEASE**  
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## **CorePROFIT Solutions Welcomes Central Pacific Bank**

**WEST CHESTER, PENNSYLVANIA** –CorePROFIT Solutions is proud to announce an addition to our growing list of bank customers, Central Pacific Bank. Central Pacific Bank, with \$5.8 billion in assets and 39 branches throughout the Hawaiian Islands, has signed a multi-year Behavior-Based Profitability solution agreement. CorePROFIT Solutions is partnering with Central Pacific Bank to provide essential insights into internal and external costs as well as profitability data for customers, products, branches and lines of business – allowing the bank to continue to focus on profitably serving its many commercial and retail customers.

CorePROFIT Solutions, Inc. is a leading provider of outsourced cost development and profitability services for banks and credit unions. Established in 1999, CorePROFIT distinguishes itself on its proprietary Behavior-Based Costing methodology. CorePROFIT looks forward to a continued longstanding partnership with Central Pacific Bank, and to providing them with industry leading cost development and profitability solutions.

For more information about CorePROFIT's behavior-based profitability solutions, please visit [www.coreprofit.com](http://www.coreprofit.com).