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**CorePROFIT Solutions Signs Eight New Clients Through Mid-Year  
*Signs Cooperative Marketing Agreement with USERS Business Line of Fiserv, Inc.***

**West Chester, Pennsylvania, August 5, 2008** – CorePROFIT Solutions, Inc., a premier profitability solutions company for financial services firms, announced that it has signed on eight new credit union clients this year to date. CorePROFIT Solutions offers best-in-class profitability information to credit unions through a series of hosted solutions that deliver valuable insights into the costs and profitability of members, products, channels, and marketing campaigns.

“CorePROFIT’s strong momentum in the market is a testament to our ability to add significant, tangible value to a credit union’s operation,” said Larry Tankeloff, Chief Operating Officer. “Our solutions continue to help credit unions understand and improve the many factors within their organizations that impact profitability, which is vital in today’s economic environment.”

The following credit unions signed two- or three-year agreements for CorePROFIT’s Behavior-Based costing and profitability solutions through mid-year 2008:

- ESL Federal Credit Union, \$3.3 billion, 280,000 members
- HarborOne Credit Union, \$1.5 billion, 130,000 members
- Virginia Credit Union, \$1.5 billion, 180,000 members
- ORNL Federal Credit Union, \$1 billion, 137,000 members
- Sharonview Federal Credit Union, \$900 million, 60,000 members
- DuPont Community Credit Union, \$600 million, 53,000 members
- Members Choice Credit Union, \$225 million, 30,000 members
- Comstar Federal Credit Union, \$176 million, 20,000 members

CorePROFIT Solutions serves credit unions that employ a wide range of core processing platforms, including Open Solutions, Symitar, Fidelity FIS, and the

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IntegraSys, Summit, XP Systems and USERS core systems from Fiserv, Inc. Through a recently signed cooperative marketing agreement with the USERS business line of Fiserv, Inc., CorePROFIT Solutions and USERS have committed to develop and support interfaces connecting their respective products. CorePROFIT Solutions currently serves three credit union clients operating the USERS core system: the newly signed DuPont Community and Comstar, as well as long-time client Citadel Federal Credit Union.

“To achieve our aggressive goals for profitable growth in a competitive market, it’s critical that we have a deep understanding of our business on many levels,” said Jeff March, CEO of Citadel, a \$1.1 billion credit union. “As a key strategic partner of Citadel, CorePROFIT Solutions helps us gain that understanding. Our senior team uses high-level reports on product and household profitability to guide strategic discussions, our product managers get the detail they need to help improve margins, and our marketing staff gains segmented information for use in developing plans to increase sales.”

#### **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 member. 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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