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FARIN & ASSOCIATES, INC. AND PROMONTORY INTERFINANCIAL NETWORK, LLC LAUNCH STRATEGIC EDUCATION ALLIANCE

ARLINGTON, VA. – (September 17, 2003) – Farin & Associates, Inc. and Promontory Interfinancial Network, LLC, today announced a strategic education alliance that will demonstrate how financial institutions can better manage their cost of funds by using Promontory’s Certificate of Deposit Account Registry Service (CDARS).

Beginning October 2003, the firms will conduct monthly Web-based seminars for banks that are members of the Promontory Network.

Through computerized deposit matching, a network member bank can offer customers Federal deposit insurance in aggregate amounts far exceeding the existing \$100,000 limit. The American Bankers Association has endorsed CDARS.

“CDARS gives bankers a new and effective way to attract cost-effective funding, deepen customer relationships, and improve bottom lines,” said Mark Jacobsen, President of Promontory Interfinancial Network. “Hundreds of banks – in major metropolitan areas and in smaller communities across the country – have joined the network so that they can offer CDARS to their customers.”

“To price efficiently and profitably, a banker must compare risk- and cost-adjusted retail products to wholesale alternatives, measure the rate sensitivity of market segments, and choose funding alternatives with the lowest marginal cost,” said Thomas A. Farin, President and Chief Executive Officer of Farin & Associates, a leading management-consulting firm. “CDARS is a valuable tool that bankers can use to help meet their needs.”

Based in Arlington, VA, Promontory Interfinancial Network, LLC, was founded in 2002 by former Comptroller of the Currency Eugene Ludwig and other leading figures in the banking industry to develop and provide creative solutions to issues confronting bank management.

Headquartered in Madison, WI, Farin & Associates, Inc., specializes in developing retail strategies to improve the profitability of financial institutions. It is nationally recognized as a provider of asset/liability management software and as a leader in financial education.
