

## MEDIA ALERT



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### **Nomis Solutions Provides Europe's Retail Lending Executives Comprehensive Overview of Profit-Based Pricing**

**SAN BRUNO, CA April 10, 2007**— Nomis Solutions will conduct a workshop on Profit-based Pricing at the IQPC Pricing Optimization for Financial and Insurance Services Conference April 25 – 27 in Barcelona, Spain. Bringing together the world's leading financial and insurance providers with the leaders of price optimization, IQPC will stimulate awareness and demonstrate the profit and competitive advantages that can be achieved with this innovative approach.

"Understanding Profit-Based Pricing in Retail Lending," is a three-hour interactive workshop that features Nomis Solutions' Director of Analytical Services, Dr. Alex Romanenko, and Director of Sales, Mr. David Brown who will provide a comprehensive overview of this hot topic and answer some of the most commonly asked questions, such as:

- What is Profit-Based Pricing?
- What are the benefits?
- What are the challenges?
- How does it work?
- How does it fit with my existing lending practices?
- What should I know before implementing price optimization technology?

Dr. Romanenko will share the key elements of the Profit-Based Pricing approach including process mapping, price-response modeling, incremental profit modeling, and adverse selection. Mr. Brown will present customer examples that showcase the significant financial benefits that can be achieved with Profit-Based Pricing. He will also provide guidance for attendees with key lessons that have been learned across the industry.

The workshop takes place on Wednesday, April 25, 2007 from 8:00 am -11:00 am. For more information about "Understanding Profit-Based Pricing in Retail Lending" and the IQPC Pricing Optimization in Financial Services Conference, please visit:  
<http://www.iqpc.com/cgi-bin/templates/genevent.html?event=12642&topic=236>.

### **About Nomis Solutions**

Nomis Solutions is the recognized leader in Profit-based Pricing for banking and finance. Profit-based Pricing, enabled by price optimization technology, is a more advanced approach that includes the ability to monitor, analyze, optimize, execute, and learn how to achieve improved incremental profitability and market share. Because of the unique needs of each line of business, The Nomis Price Optimizer Suite™ includes specific solutions for: auto finance, home equity lending, unsecured lending, deposits, and mortgage. Each solution delivers benefits within 12 weeks and provides valuable insights about customers and portfolio performance within a strong compliance framework. All Nomis customers have achieved 10X ROIs. Headquartered in San Bruno, CA, Nomis Solutions has offices in Charlotte, NC, and London, England. Visit [www.nomissolutions.com](http://www.nomissolutions.com) or call 650-588-9800 for more information.

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