



Pricing and Profitability
Management for
Financial Services

Contact:

Mary Beth Jones
Experience Communications
831.626.4437
marybeth@experiencecom.com

Kathryn Barry
650.588.9800 x 233
Kathryn.Barry@nomissolutions.com

Nomis Solutions Wins Most Innovative Technology by European Banking Technology Readers

The Nomis Price Optimizer Selected for "2008 Readers' Choice Award"

SAN BRUNO, Calif. November 6, 2008 – Nomis Solutions, the recognized leader in Pricing and Profitability Management for banking and finance companies, today announced that it was the recipient of the *2008 European Banking Technology Reader's Choice Awards*. The Nomis Price Optimizer was selected as "The Most Innovative Technology," by *Banking Technology's* 10,000+ readers who were asked to nominate and vote for their choice of what they believed to be the best solutions from vendors around the world.

Receiving the award today, Nomis Solutions' CMO and Managing Director of Nomis Solutions Europe, Frank Rohde, stated, "It is an honor to be selected by the readers of European Banking Technology as the winner of the Most Innovative Technology. Nomis Solutions' has successfully demonstrated to banking and finance companies the value that pricing can have at the point of customer acquisition and throughout portfolio management. This includes helping mortgage lenders utilize pricing strategies to manage renewal pricing before rate resets in existing mortgage portfolios while effectively balancing the risks of delinquency and refinancing."

The awards ceremony was held today at the Grosvenor House Hotel, Park Lane in London. Nomis Solutions was on hand, with a number of its customers to accept the award. Customers that leverage Nomis Solutions Pricing and Profitability are assured that the pricing process is efficient, consistent, and transparent to meet regulatory requirements.

The Nomis Price Optimizer Suite combines pricing analytics, optimization, and execution into a comprehensive pricing strategy and process. The suite includes specific solutions for auto finance, home equity lending, personal lending, mortgage retention and deposits.

To find out more about Nomis Solutions and the Nomis Price Optimizer visit www.nomissolutions.com.

About Nomis Solutions

Nomis Solutions enables best-in-class Pricing and Profitability Management for financial services companies. Through a combination of advanced analytics, innovative technology, and tailored business processes, the Pricing and Profitability Management™ Suite delivers quick time-to-benefit, and improves financial and operational performance throughout the customer acquisition and portfolio management processes.

The Pricing and Profitability Management™ Suite of business solutions includes the award-winning Nomis Price Optimizer™, the Nomis Offer Optimizer™, the Customer Portfolio Optimizer™, and the Nomis Navigator™. These solutions are designed to meet the specific requirements of auto finance, home equity lending, personal lending, mortgage, and deposits executives. Select customers include Abbey, AmeriCredit, Chrysler Financial, HBOS plc, and Royal Bank of Canada. Headquartered in San Bruno, CA, Nomis Solutions also has offices in London, United Kingdom. Visit www.nomissolutions.com or contact us at info@nomissolutions.com or 650-588-9800.