



NEWS RELEASE

For Immediate Release

Contact: Ann Taylor
Marketing Director
A3 Solutions
512-970-4067
ataylor@a3solutions.com

PlainsCapital Corporation Selects A3 Solutions for Complex Financial Forecasting and Budgeting

Summary: PlainsCapital Corporation has selected A3 Solution's [budgeting software](#) to unify budgeting and forecasting across all of its banking, brokerage and mortgage businesses.

San Francisco, CA – Jan. X, 2012 – A3 Solutions, a leading provider of Enterprise [Budgeting software](#) and Corporate Performance Management products, announced today that PlainsCapital Corporation has selected [A3 Modeling](#) to unify budgeting and forecasting across all of its banking, brokerage and mortgage businesses.

“We selected A3 Solutions because it has the flexibility and scalability we need to model the financial complexity of our business. A3 Modeling gives us a unified view of our business at a granular level of detail. It handles our allocations, eliminations, yield and interest modeling without any compromise to our business logic and process,” said Aaron Taylor, senior vice president & director of financial planning and analysis at PlainsCapital Corporation. “The implementation was fast – we were up and running within a few weeks.”

Using the team’s existing Excel expertise, PlainsCapital was able to standardize and rollup a chart of accounts for all three of its operating companies – PlainsCapital Bank, PrimeLending and FirstSouthwest – using A3’s comprehensive solution. A3’s modeling flexibility is unmatched offering dynamic, real-time spreadsheet models that utilize a company’s existing business rules.

“We believe companies should plan their business the way they run their business,” said Rob Lutt, CEO and Founder of A3 Solutions. “Companies who choose to

implement other [corporate performance management](#) (CPM) solutions are often forced to accept and utilize financial logic that's not quite right and processes that are convoluted and inefficient. Using A3 Solutions, companies no longer have to compromise.”

Among [CPM](#) vendors, A3 Solutions offers more sophisticated modeling technology at the lowest cost to purchase and maintain. In addition to enterprise-level budgeting and rolling forecasting, A3 Solutions offering includes management reporting, multi-entity consolidations, KPI dashboards & balanced scorecards, and ad-hoc analysis.

About PlainsCapital Corporation

Founded in 1987, PlainsCapital Corporation is a Texas bank holding company and diversified financial services company headquartered in Dallas with more than \$5.7 billion in assets, 3,300 employees and 330 locations in 40 states. By providing responsive, highly personalized service, PlainsCapital builds enduring client relationships with middle market businesses, high net worth individuals, public sector entities, institutional investors, broker-dealers, investment advisors, and community banks through its family of companies: PlainsCapital Bank, FirstSouthwest, and PrimeLending. Find more information at PlainsCapitalCorp.com.

Source: Sept. 30, 2011 10-Q for PlainsCapital Corporation

About A3 Solutions

A3 Solutions offers the leading spreadsheet automation platform for web-based Enterprise Budgeting and [Corporate Performance Management](#). Fortune 1000 organizations such as American Airlines, Avon, McDonald's, Safeway and Toyota use A3 Solutions to align their organizations, accelerate decision-making and turn strategy into action. Offering flexibility and a low total cost of ownership, A3 Solutions tightly integrates with leading enterprise OLAP and relational database technology from Oracle Hyperion and Microsoft. A3 Solutions offerings are available both as a software-as-a-service (SaaS) and on-premise. For more information, please visit www.a3solutions.com or contact us at 415-356-2300.