

nomis solutions[™]

Profit-Based Pricing for Banking and Finance

Contact:

Bill Cox
Experience Communications
208.381.0001
bill@experiencecom.com

Kathryn Barry
Senior Marketing Manager at Nomis Solutions
650.588.9800 x 233
kathryn.barry@nomissolutions.com

Nomis Solutions Announces John William Snow, Chairman of Cerberus Capital Management, as Keynote Speaker for the 2008 Global Pricing Optimization Forum

The premier pricing optimization event for the banking and finance market features presentations from Royal Bank of Canada, HBOS, Chrysler Financial and AmeriCredit

SAN BRUNO, Calif. August 19, 2008 -- [Nomis Solutions](#), the leader in Profit-based Pricing for banking and finance, today announced its [2008 Global Pricing Optimization Forum](#), dedicated to helping banks and finance companies use pricing as a strategic lever to improve financial results and gain strategic and operational benefits such as implementing price changes more dynamically and with a higher level of accuracy. Hosted at the Muse Hotel in New York City, September 21-23, 2008, the forum will bring together retail banking and finance company executives, as well as industry experts from market-leading organizations in the United States, Canada, United Kingdom, and Europe. The purpose of the Forum is to share valuable insights about how to improve financial performance through the use of a more advanced approach to pricing and profitability management.

John William Snow, chairman of Cerberus Capital Management, L.P., will deliver the keynote presentation, "The Impact of Private Equity Investments on Banking & Finance." Cerberus is one of the world's leading private investment firms and acquired a majority interest in Chrysler Financial for \$7.4 billion from DaimlerChrysler in May 2007. Cerberus also led a consortium to buy 51% of GMAC in April 2006. The Honorable John Snow has served on various corporate and non-profit boards including the American Enterprise Institute and John Hopkins University. He also served as the 73rd Secretary of the Treasury from 2003-2006. As Secretary of the Treasury, Snow worked closely with President Bush on a broad array of economy policy issues.

Featured presentations from banking and finance companies include:

Implementing Pricing Optimization across Multiple Products, Patricia Everingham, director, Personal Lending at Royal Bank of Canada and Zeenat Sidi, vice president, Personal Lending at Royal Bank of Canada.

How HBOS Loans Uses Pricing Strategically to Improve Profitability, Alex Park, pricing manager at HBOS.

Strategically Pricing and Proactively Managing the Dynamic Market, Preston Miller, co-COO of AmeriCredit and Tom Schwartz, vice president of operations analytics at AmeriCredit.

Optimizing Profitability in a Challenging Environment, Kelly Mankin, vice president of marketing at Chrysler Financial.

Financial services industry expert, Bobbie Britting, research director of consumer lending at TowerGroup will reveal the results of her research, "Pricing Optimization Implementation Approaches in Banking and Finance," and Rob Kugel, research director of financial performance at Ventana Research will present, "The Three Keys to Success for 2008 & Beyond: Profitability Management, Risk Management and Process Improvements."

"Over the last 12 months, as banks and finance companies have battled an increasingly tough credit environment, we have seen the demand for pricing optimization solutions increase significantly. In today's environment, executives are looking for ways to navigate changing consumer preferences and behavior, combined with a tough capital market and funding environment," stated Nomis Solutions' Chairman and CEO, Dennis Stradford, who will be the Forum's Master of Ceremonies. "The Global Pricing Optimization Forum will allow a selected group of executives to share experiences and best practices in pricing optimization for a tough lending and finance environment. We look forward to some very insightful discussions."

Showcased at the Global Pricing Optimization Forum will be the award-winning Nomis Price Optimizer™. The Nomis Price Optimizer is a business solution that combines pricing analytics, optimization, and execution into a comprehensive pricing strategy and process. It moves banks and finance companies beyond risk-based pricing practices to a more advanced approach that enables pricing managers to better tailor rates to various segments and markets, to quantify and gain valuable insights about customer preferences and to use a more consistent, repeatable and efficient pricing process. The Nomis Price Optimizer suite has been successfully implemented by leading banks and finance companies and is generating significant financial improvements across the auto finance, home equity lending, personal lending, mortgage, and deposits industries.

To find out more about the 2008 Global Optimization Forum and to inquire about receiving an invitation to this exclusive event, please visit <http://www.nomissolutions.com>.

About Nomis Solutions

Nomis Solutions is the recognized leader in Profit-based Pricing for banking and finance. Powered by pricing optimization, Profit-based Pricing is an advanced approach to pricing that provides the insights, automation and capabilities necessary to use pricing as a strategic lever to achieve performance objectives and implement price changes more dynamically and frequently. The award-winning Nomis Price Optimizer™ Suite including Nomis SmartRanges™ and the Nomis Offer Optimizer™ is a set of business solutions that 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, and deposits. Each solution delivers quick time-to-benefit, increases profits and market share by 10-20%, and provides valuable insights about how customer preferences impact product and portfolio performance through a consistent, repeatable and efficient pricing process that supports compliance. Select customers include Abbey, AmeriCredit, Chrysler Financial, GE Money, HBOS plc, Royal Bank of Canada, and Washington Mutual Bank. 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.

Nomis Solutions and the Nomis Price Optimizer Suite are trademarks or registered trademarks of Nomis Solutions, in the United States and in other countries. Other product and company names herein may be the trademarks of their respective owners.