



Press Release

For Immediate Release

First Indiana Bank Deploys Quest Analytics Envision Cross-sell Solution

Pittsburgh, PA – January 3, 2006 – First Indiana Bank has selected the Quest Analytics Envision Cross-Sell™ solution to help identify customers which are most likely to purchase financial service products. Envision Cross-Sell monitors customer behavioral attributes and identifies customer households which are most likely to purchase products. First Indiana Bank is a \$1.9 billion, full service financial institution.

“With Envision Cross-sell, we can use customer behavioral attributes to identify new cross-sell opportunities. Envision allows us to target market to smaller customer segments which are more likely to purchase our products. This will save money on creative and mailing expense while at the same time improving our campaign response rate” said Matt Millar, VP of Marketing for First Indiana Bank.

Envision Cross-Sell™ is a suite of pre-built cross-sell models proven effective for financial institutions. This cost effective solution provides excellent predictive results at a fraction of the cost of employing statistical and analytical resources. The models are trained and deployed using existing customer behavioral data. Each customer is assigned predictive scores indicating the likelihood of purchasing the product. The results are used to reduce marketing costs while maximizing revenue generation.



“Quest Analytics levels the playing field by allowing small and mid-sized banks and credit unions to compete equally with larger institutions for the most profitable customer. Envision Cross-sell, helps an organization with limited marketing resources identify customers statistically proven to be more likely to purchase a particular financial services product” said Karl Keller, President of Quest Analytics.

Quest Analytics deploys the application in less than 60 days. The cross-sell information is used in selecting households for marketing campaigns as well as the information can be disseminated to customer service touch points such as the retail branch or call center. Additionally, where the technology stops and the selling begins, Quest provides a Customer Cross-Sell Calling Workshop to train branch associates on how to make the cross sell call using a concerned servicing approach.

About First Indiana Bank:

First Indiana Corporation (Nasdaq: FINB) is a full-service financial services company offering comprehensive financial solutions to businesses and individuals. It is the holding company for First Indiana Bank, N.A., the largest commercial bank headquartered in Indianapolis. Information about First Indiana is available at (317) 269-1200, or at <http://www.firstindiana.com>.

About Quest Analytics:

Quest Analytics, a software and services technology company, specializes in developing and delivering analytical solutions to the financial industry. Founded in 2001, Quest Analytics is headquartered in Pittsburgh PA. For more information about Quest Analytics, please call 412.347.0386 or visit www.quest-analytics.com.