



For Immediate Release

First National Bank of Central Florida Partners With Quest Analytics to Strengthen Customer Service and Sales Culture

Pittsburgh, PA – May 15, 2008 – First National Bank of Central Florida has enlisted Quest Analytics LLC to assist with enhancing the bank’s sales and servicing culture by providing a combination of marketing segmentation, opportunity lead generation tools, and training services. Quest provides integrated solutions used to generate millions of dollars in new money deposits for community banks and credit unions.

The foundation of the First National Bank of Central Florida solution is the deployment of the opportunity management software that will provide bank associates insight into customer needs and assist with offering enhanced services. A series of event-based sales, retention, and servicing leads will be implemented by Quest Analytics using advanced customer analytics and delivered directly to the branch desktop where action can be taken by bank associates.

“As we continue to grow, First National Bank of Central Florida wants to ensure our customers receive the individual attention and level of service they have come to expect from us,” says Charlie Hall, President and CEO. “Using the tools and sales coaching provided by Quest Analytics, we will be in an excellent position to find hidden sales opportunities and provide top-quality service on a daily basis. In addition, the software will help us to better track sales and referral activities within the bank.” said Hall.

“We are delighted to serve First National Bank of Central Florida and assist them as they continue their shift to an enhanced, relationship oriented, sales and service culture,” said Karl Keller, President of Quest Analytics. “We are combining daily prioritized leads for customer service, cross-sales, and retention with our front-line and manager sales training. This will assist First National Bank of Central Florida in building stronger customer relationships.”



About First National Bank of Central Florida

First National Bank of Central Florida was founded in 1985 as a full-service commercial bank. Throughout its history, the bank has served the central Florida region by providing superior products and services. Its team of performance-driven banking professionals strives to take every opportunity to exceed customer expectations of their banking institution. For more information on First National Bank of Central Florida, contact Darwin P. Kelly, Jr., Chief Operating Officer at 407-622-5000.

About Quest Analytics

Quest Analytics LLC is an innovative consulting and technology company enabling banks and credit unions to make informed sales and marketing decisions that drive profit. We help our customers thrive by implementing a comprehensive, customer-focused growth and retention practice. Through a unique blend of business consulting, experience and front-line coaching used in combination with automated software tools, we help our clients elevate excellent service to new levels of sales performance. Founded in 2001, Quest Analytics is a privately held company headquartered in Pittsburgh, Pennsylvania.

For more information, contact Karl Keller, President at (412) 347-0386 or visit www.quest-analytics.com.