



Press Release

For Immediate Release

First Indiana Bank Deploys Quest Analytics Critical Care Customer Retention Solution

Pittsburgh, PA – November 14, 2005 – First Indiana Bank has selected the Quest Analytics Critical Care solution to improve customer retention across the branch network. Critical Care monitors customer behavioral attributes and identifies customer households which are likely to leave the bank. First Indiana Bank is a \$1.8 billion-asset financial services institution with 30 full service banking centers and three loan origination offices.

“We chose Quest’s Critical Care Retention solution because it could accurately identify changes in customer behavior and allow our branch associates to intervene to save profitable relationships” said Matt Millar, VP of Marketing for First Indiana Bank.

Critical Care Attrition™ is an analytical model which monitors customer behavioral attributes and scores each customer household on the likelihood of the relationship leaving the financial institution. The model is trained using existing customer behavioral information found within the bank’s marketing database or data warehouse system. Quest provides the application as an in-house or service bureau solution.

“Using Critical Care Attrition, small and midsized banks and credit unions can now be more responsive to customer issues. Most banking customers don’t just pack up and leave over night. They begin to change their behavior from normal banking activity. Critical Care



Attrition quickly detects the change and alerts the bank to the critical attrition issue” said Karl Keller, President of Quest Analytics.

Quest Analytics deploys the application in less than 60 days. The attrition risk information is used in selecting households for marketing campaigns as well as the information is disseminated to customer service touch points such as the retail branch or call center. Additionally, where the technology stops and the retention program begins, Quest provides a Customer Retention Calling Workshop to train branch associates on how to make the retention call to the high risk customer 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. Founded in 1915, First Indiana Bank is a national bank with 30 offices in Central Indiana. 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 with additional offices in Boston, MA. For more information about Quest Analytics, please call 412.347.0386 or visit www.quest-analytics.com.