

For Immediate Release

Sharpening the Focus on Technology Credit Union's Membership

Pittsburgh, PA – August 11, 2006 – Quest Analytics, a leading provider of marketing and business intelligence solutions to financial institutions, today announced that Technology Credit Union of San Jose, California has selected the ENVISION Cross-Sell™ predictive solution to strengthen member relationships through enhancing the ability to cross-sell to its existing membership base.

ENVISION Cross-Sell will help the credit union solidify and strengthen relationships with members by predicting the next product a member is most likely to purchase.

“By joining with Quest Analytics, Technology Credit Union looks to expand relationships with existing members,” said Kathy Litman, Vice President of Marketing. “The credit union will use the solution to identify untapped customer segments that are most likely to need and purchase products in the near future. “

Karl Keller, founder and president of Quest Analytics, noted that “It is very expensive for any financial institution to recruit new customers. To gain significant growth, credit unions should look to expand existing member relationships while at the same time, implementing effective retention strategies.”



The introduction of ENVISION Cross-Sell signifies an important strategic partnership between Technology Credit Union and Quest Analytics. "We're very excited about the ability of Quest Analytics' solutions to enhance the effectiveness of our member growth and retention programs at a very reasonable cost and without having to significantly add new full-time employees" said Litman.

About Technology Credit Union

Technology Credit Union is a member-owned, full-service financial provider that offers services to technology and business professionals in California and their families, focusing primarily on serving individuals who work, live, go to school, or regularly worship in Santa Clara, Alameda, San Mateo, Santa Cruz, San Francisco and Contra Costa counties. Tech CU was started in 1960 and is now among the top 1% of the nation's largest credit unions. With more than \$1 billion in assets, and eight full-service branches in the Bay Area, Tech CU is a leader in the credit union industry.

About Quest Analytics

Quest Analytics, a software technology and services company, specializes in developing and delivering analytical solutions to the financial industry. ENVISION, Quest's innovative cross-sell, next best product, and customer acquisition modeling applications, empower financial institutions to target profitable customer segments while at the same time reduce marketing costs. ENVISION generates tangible and measurable return on investment by increasing cross-sell penetration and attracting new customers using statistical modeling techniques.

Founded in 2001, Quest Analytics is a privately held company headquartered in Pittsburgh PA. For more information about Quest Analytics, please call 412.347.0386 or visit www.quest-analytics.com.

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