



Press Release

For Immediate Release

Washington Federal Savings Bank Selects Quest Analytics, LLC to Advance Customer Care and Cross-Sell

Pittsburgh, PA – Sept 15, 2006 – Quest Analytics, LLC today announced that Pennsylvania based Washington Federal Savings Bank has selected Quest Analytics and ASA Corp to provide a combination of software, analytical models, and consulting services to advance the bank's new customer care initiative.

Quest Analytics will provide a combination of products and services which include market segmentation analysis and the Envision™ suite of predictive models, as well as opportunity management software developed by ASA Corp which incorporates customer behavior and event triggers.

“After a comprehensive search, Washington Federal selected Quest Analytics and ASA Corp as the ideal team to provide an innovative opportunity management solution that delivers event-based sales, retention and servicing leads directly to the branch for action in a timely, consistent, and fully accountable manner,” said John Clayton, VP for Washington Federal.

“As a community bank with more than 100 years of service, we understand the importance of great customer care. That is why Washington Federal looks to advance our service to a new level of customer loyalty,” said John Clayton. “By recommending the right set of products and services for each customer based upon their behavior we will be able to meet their needs in a more comprehensive and proactive way. The technology and expertise



provided by Quest Analytics and ASA Corp will allow us to deliver timely, event-based sales, retention, and servicing leads directly to the branch desktop where action can be taken.”

“Community banking organizations are experiencing a culture shift as they move from a traditional service culture to a more profitable sales and service culture,” said Karl Keller, President of Quest Analytics. “By using customer behavioral analysis, advanced predictive models, and easy to use web based relationship management software, we help banking organizations complete the transition while enhancing bank profitability.”

“With Envision, we can use customer behavioral attributes to proactively identify customer needs and opportunities. Customer Opportunity Advisor will help ensure that we follow through with each identified customer opportunity or servicing need. This will enable us to effectively use our resources to reach new levels in customer service and caring within our branch locations” said John Clayton from Washington Federal.

About Washington Federal Savings Bank:

Washington Federal Savings Bank is a federally chartered savings bank serving customers in Washington, PA and the southern Pittsburgh markets. With eight retail branches, Washington Federal focuses on providing superior customer service with a broad range of financial products. For more information on Washington Federal, please call 724.222.3120 or visit www.washfed.com.



About Quest Analytics:

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

About ASA Corporation

ASA is a leading provider of software applications for automated analytics, decision enablement, and business process software applications. Founded in 1992, ASA is headquartered in Pittsburgh, PA. For more information call 412.220.9300 or visit www.asacorp.com.