



For Immediate Release

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Quest Analytics LLC Helps Bankers Generate Deposits at American Bankers Association Marketing Conference

Pittsburgh PA--While the financial industry continues to struggle through a challenging economy, many smaller banks and credit unions are thriving by using new strategies for generating deposits. Bankers from across the country will have their chance to learn more about these strategies at the American Bankers Association Marketing Conference in Denver, Colorado on September 14-16, 2008.

Karl Keller, founder of Quest Analytics LLC in Pittsburgh, Pennsylvania and author of a banking sales culture newsletter called **SalesDrive** is a featured speaker at the 2008 American Bankers Association Marketing conference. Mr. Keller and John Clayton, Senior Vice President of Community Banking, from Washington Federal Savings Bank will jointly present two sessions on "Generating Deposits." Along with Mr. Keller, Mr. Clayton will discuss new deposit generating strategies and the outstanding results that continue to be realized by Washington Federal Savings Bank.

"Quest Analytics is pleased to be an active participant and sponsor of the 2008 American Bankers Association marketing conference" said Karl Keller, President of Quest Analytics. "Generating new money deposits is a topic on the mind of every banker. Even in a down economy, banks are seeing significant deposit growth by using new technology to automatically find sales leads based upon customer behavior analytics. By combining this technology with relationship building sales coaching, banks are deepening customer relationships and capturing greater wallet share."

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. Through a unique blend of business consulting, front-line coaching and automated software tools, Quest helps clients achieve new levels of sales



performance. Founded in 2001, Quest Analytics is a privately held company headquartered in Pittsburgh, Pennsylvania.

For more information call (412) 347-0386 or visit www.quest-analytics.com.