



Press Release

For Immediate Release

Community Bank Selects Quest Analytics to Drive Automated Sales Opportunities

PITTSBURGH, PA -- January 10, 2007--Quest Analytics, LLC today announced that Pennsylvania-based Community Bank, a subsidiary bank of CB Financial Services, Inc., has selected Quest Analytics as technology and consulting partner to automate the identification of sales and service opportunities using customer behavior analytics.

Quest Analytics will deploy the Customer Opportunity Advisor™ opportunity management software to give Community Bank associates insight into customer needs and assist with offering enhanced services. Quest Analytics uses analytical techniques to deliver timely, event-based sales, retention, and servicing leads directly to the branch desktop where action can be taken.

“Throughout our rich history of serving the community for over 100 years, Community Bank has always taken a personal interest in our customers,” said Jeffrey M. Tompkins, Executive Vice President and Chief Operating Officer for Community Bank. “As we continue to grow and the needs of our customer base change, we want to proactively recommend the right products and services to each individual customer. Customer Opportunity Advisor will help us identify hidden opportunities on a daily basis and provide the tools to effectively monitor our sales and referral activity across all of our lines of business,” said Tompkins.



“Community banks are rapidly shifting from a traditional service culture to a more effective sales and service culture,” said Karl Keller, President of Quest Analytics. “Customer Opportunity Advisor helps with this transition by providing daily prioritized leads throughout the organization for servicing, cross-sale, and retention contacts with customers.”

About Community Bank

Community Bank is a locally owned, independent national bank serving southwestern Pennsylvania from its 12 offices in Greene, Washington, and Allegheny Counties. The stock of its holding company, CB Financial Services, Inc. (NASDAQ:CBFV), is traded on the NASDAQ bulletin board. For more information on Community Bank, please call (724) 966-5041 or visit www.communitybank.tv.

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

Customer Opportunity Advisor is a trademark of ASA Corporation

Contacts

Quest Analytics, LLC
Karl Keller, 412-347-0386