

FOR IMMEDIATE RELEASE

Highline Financial Launches HighlineFI -- On-Demand Financial Intelligence Suite

New data and analytics solution provides comprehensive, precise insight into banking and finance.

AUSTIN, TEXAS — September 3, 2008 — Highline Financial, LLC, leading provider of web-based banking data and software, today announced the launch of HighlineFI, its next-generation solution for researching and analyzing the performance of banks, credit unions, savings and loans, and bank holding companies. The new, fully web-based suite, accessible from www.highlineFI.com, sets an innovative standard by leveraging Web 2.0 technologies to allow users to quickly and easily access the most powerful set of comparative analysis tools in the industry, from any computer at any time.

HighlineFI is the culmination of Highline Financial's 30-year history of providing banking data and analytics. Formerly known as iNet/BankSource, this newly-released suite offers in-depth data access for a wide range of organizations working in the finance sector: investment banks, consulting firms, commercial banks, savings banks, savings and loans, bank and thrift holding companies, credit unions, government agencies, law firms, credit rating agencies, media firms, and marketing firms.

"Now with HighlineFI, organizations that require detailed banking company information, publicly-traded bank data, bank ratings, market/branch performance data, and up-to-date merger and acquisition intelligence can rely on a single resource to identify opportunities and inform decision-making," says James Moore, CEO of Highline Financial. "HighlineFI excels at precise targeting and comparisons across all entity types, but perhaps one of the greatest innovations for our customers is the ability to choose exactly the data they need at a reasonable cost."

FlexAccess: The Most Accurate Data, Your Way

HighlineFI provides comprehensive financial data and analytic solutions that can be tailored exactly to meet a company's specific needs. FlexAccess powers the most timely and comprehensive always-on data solution in the industry. Each HighlineFI subscription includes: 24-7-365 access; modularized pricing to best fit any budget and set of data requirements; flexible subscriptions starting at one year; highly customizable data sets; and, free support and training via telephone and e-mail.

Cross-Entity Peer Grouping and Analysis

HighlineFI features powerful functionality that enables direct comparisons of financial entities of different types, all in a single, easy-to-use interface. Whether an organization's market landscape includes banks, S&Ls, credit unions, holding companies or all four, HighlineFI allows you to build meaningful and actionable comparisons across all entity types. Utilizing thousands of balance-sheet line items from 10 years of regulatory data, customers are able to drill down to precisely the comparison that their business objectives require.

Virtual Regulatory Data for Non-Filing Companies

HighlineFI fills in the traditional gaps in regulatory banking data with an innovative solution. Through a detailed analysis and summation of the subsidiary data that is available for all companies, customers can access financial data for companies that are not required to file actual regulatory data. In this way, HighlineFI enables easy access to, and comparative analysis of, foreign companies, S&L holding companies, and other non-filers, potentially saving weeks of an analyst's work to achieve the same results.

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Publicly Traded Bank Data

HighlineFI is the most comprehensive, timely and accurate source for PTB data, including financial statements, SEC documents, news articles, earnings estimates, market data and more for over 1400 companies, dating back 10 years. Manually updated daily by Highline Financial's professional analysts, new information is culled from a variety of sources and available for on-demand access.

M&A Analysis

HighlineFI is the complete solution for consultants, financial institutions, investment bankers, and government agencies to monitor, assess, target, and execute a wide range of merger and acquisition activity. In addition to a vast M&A database (dating back to 1993) and online M&A tracking and reporting, HighlineFI's M&A capabilities include state-of-the-art mapping software, as well as demographic and product demand data to enable detailed scenario analysis based on real-time market conditions and product usage.

Excel® Interoperability

HighlineXL, HighlineFI's Microsoft Excel Add-in, is included with every subscription to enable access to the advanced customized modeling and presentation capabilities that Excel offers. HighlineXL automatically empowers users with up-to-the-minute live data updates, to keep customers' analyses as current as the data is available. The add-in gives you the ability to easily incorporate data from multiple entities into one spreadsheet, via a point-and-click, wizard-based interface.

Pricing and Availability

There are many more features and dozens of potential applications of HighlineFI's data and analytical technology. Please contact Highline Financial Sales for a live demo and free Bank Rating Report: sales@highlineFI.com/877-305-6657. FlexAccess enables individualized pricing, based on each customer's data requirements. Ask your representative for details.

About Highline Financial

Highline Financial, LLC is a leading provider of financial and market data, analytic software, and business information to the financial services industry. Originating as the data division of Sheshunoff Information Services, Highline Financial applies finance and banking expertise dating back to 1971, bringing competitive advantage and informed management to its customers in banking, finance, law, government, and media. Highline Financial offers a broad portfolio of products that deliver our data and analytics through a variety of formats including web, CD, and print. On the web: www.highlineFI.com.

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