



Banker's Dashboard Appoints Edward Hunter Director, Demand Generation

Atlanta, Ga., January 14, 2009 – Banker's Dashboard announced today the appointment of Edward (Eddie) Hunter, IV as director, Demand Generation. Mr. Hunter will apply to the position 16 years of experience driving profitable lead generation initiatives and an intrinsic understanding of community bankers' business needs. In this role, Mr. Hunter will help Banker's Dashboard further build its brand and enhance recognition of the unique value its online financial management tool is providing to hundreds of banks across the country.

"Banker's Dashboard is an exciting, young company that has exceptional opportunities for continued expansion. I am particularly impressed with the incredible value the solution provides on a daily basis to community bank executives and the company's deep commitment to serving its clients," said Eddie Hunter, director, Demand Generation, Banker's Dashboard. "I am excited to introduce the Dashboard tool to more bankers who want to improve their institutions' performance each day, proactively manage against market conditions and accelerate growth."

In his most recent position, Mr. Hunter played a vital role in helping a financial services software company to grow its client base by more than 400 percent in less than five years. Previously, Mr. Hunter was the founder and principal of The Vario Group Inc., which provided pipeline development services to small and medium sized technology companies. Prior to that, he led sales and business development efforts for several software providers, including Software AG USA, Edifecs Inc., and Onyx Software.

"Eddie's enthusiasm for our business, his knowledge of what's most important to today's community bankers and his proven ability to drive revenue in previous positions make him an asset to our team," said Chris Bledsoe, CEO and founder, Banker's Dashboard. "Eddie is extraordinarily qualified to bridge our marketing and sales functions and devise lead generation strategies that will create even greater demand for Banker's Dashboard."

Community banks of all sizes are utilizing Banker's Dashboard's online financial management tool as the cornerstone for driving high performance. Clients tap into the powerful Dashboard each day for real-time financial reporting and analysis, margin management, budgeting and

forecasting, asset liability management, loan pricing and board package preparation. As a result, bank executives are continuously obtaining an up-to-date, big-picture view that gives them invaluable insight into how they can promptly take action to impact their bottom lines.

About Banker's Dashboard

Atlanta-based Banker's Dashboard delivers the only community bank management tool that works the way a banker thinks. The Banker's Dashboard solution saves time and money by providing daily, online access to a bank's total financial picture and producing instant board packages on-demand. This powerful, easy-to-use solution was built for community bankers, by community bankers, arming a bank's entire management team with a fast and easy way to make the critical decisions that contribute to improved performance and profitable growth. Banker's Dashboard's clients include community banks of all sizes from de novos to multi-billion dollar institutions. For more information about Banker's Dashboard, its community bank management tool, or to take a test drive, please visit www.BankersDashboard.com or contact us at (770) 507-9894.

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