

Banker's Dashboard Adds Retail Banking and Commercial Lending Expert To Business Development Team

Mary Ellis Gabriel to Help Expand Adoption of Company's Online Financial Management Tool



Atlanta, Ga., September 8, 2008 – Banker's Dashboard announced today the appointment of Mary Ellis Gabriel as Regional Sales Manager. A former client, Ms. Gabriel will apply her 14 years of retail banking and commercial lending experience, and her proficiency in utilizing the Banker's Dashboard tool, to help the Company further grow and serve its thriving client base.

"I am very excited to join Banker's Dashboard and play an integral role in equipping banks with a tool that I know first-hand can help them to significantly drive efficiencies, improve net interest margins and accelerate growth," said Mary Ellis Gabriel, Regional Sales Manager, Banker's Dashboard. "As a client, the Dashboard enabled me to 'cut through the clutter' and easily gain insight into our banks' day-to-day performance—insight that enabled me to make quicker, more informed decisions based on accurate and timely information. I look forward to extending this value to other community banks across the country."

Ms. Gabriel joined Banker's Dashboard from First National Bank of the South, where as senior vice president, consumer bank executive for the Midlands she managed the performance of the region's retail operations and commercial lending business. Prior to that, she held a similar position with Carolina National Bank, which was acquired by First National Bank in January 2008, and served as its director of marketing. In those capacities, Ms. Gabriel played a lead role in aggressively growing the de novo over a five-year period, overseeing critical areas including consumer loan and deposit growth, commercial lending, short and long-term business planning, strategic marketing and sales and service initiatives. Formerly, Ms. Gabriel was vice president, banking center manager for Bank of America and consumer banking officer at NationsBank.

"Mary Ellis' background in retail and commercial lending and aptitude for managing operations at both larger institutions and de novo banks is a great complement to the expertise of our team," said Chris Bledsoe, CEO and founder of Banker's Dashboard. "Her years of experience



with the Dashboard in a real-world banking environment will be of significant benefit to our clients. We're thrilled to have Mary Ellis on board."

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, asset liability management, budgeting and forecasting, 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 billion dollar institutions to de novos. 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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