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### **Align FSC Adds More Expertise to Assist Financial Service Clients in Achieving Profitability and Growth**

**ATLANTA – February 10, 2009** – Align FSC, Inc. a consulting firm focused on helping financial services organizations achieve profitable growth, announced today the addition of three professionals to its consulting team.

Peter Thomsen's career spans 30 years of management and leadership experience both domestically and internationally with diverse financial institutions, including American Express, Citibank and Golden 1 Credit Union. Thomsen brings a wealth of knowledge specific to quality improvements in banking. As president of Michigan National Bank, he was directly responsible for the streamlining of the bank's multiple subsidiaries as well as overseeing marketing, consumer lending and mortgage banking. As executive vice president for California Federal Bank, he lead the integration of the wide spread branch structure into a single, cross-functional unit. Thomsen holds an MBA from Harvard Business School and a BA from Dartmouth College.

Dave Maaske was mostly recently a senior marketing executive with M&I Bank, where he led the development, communication, implementation and measurement of the bank's commercial, treasury management and business credit card marketing initiatives. In addition, he brings extensive marketing experience with major consumer brands including BASF, Pfizer, Square D, SC Johnson and Miller Brewing. Maaske began his career at the Federal Reserve Bank of Chicago and continues to serve as an advisor on economic outlook. Maaske holds a master of science in economics from the University of Wisconsin-Madison and has completed studies in strategic brand management at Dartmouth College and pricing strategy at the University of Chicago. Maaske is also an elected member of the Conference of Business Economists.

Sandra Blair's expertise includes significant project management and planning skills that enable Align FSC clients to align their corporate goals with budget, resource and marketing realities. Blair also has extensive experience in developing systems, call centers and bank office operations as well as employee benefits plans. Her career includes senior management tenures at Vital Processing, one of the nation's leading payment processing firms, and CitiStreet, a benefits outsourcing firm. Blair holds a

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bachelor of business administration from Villanova University.

“Align FSC’s specialty is helping financial institutions focus precious resources on the right activities and then executing effectively to ensure profitable growth,” said Chuck Bruney, CEO and Founder of Align FSC. “Peter, Dave and Sandra bring deep financial services, strategic marketing planning and operational experience that strengthen our ability to assist clients in an increasingly complex and competitive financial services environment.”

For more information about Align FSC, including complete bios of all consultants, visit [www.alignfsc.com](http://www.alignfsc.com).

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**About Align FSC, Inc.**

Align FSC is an independent consulting firm staffed by a team of professionals, each with extensive experience working for and with major financial institutions and financial services organizations. Our goal is to assist management of these institutions to respond more effectively to an increasingly complex and competitive financial services environment. We work with our financial institution clients to solve some of their most complex business challenges providing strategic marketing, planning and implementation services across three core need areas: understanding, focus and execution. For more information, visit [www.alignfsc.com](http://www.alignfsc.com).