

# NEWS RELEASE

## FOR IMMEDIATE RELEASE

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### **Lodestone Banking Experiences Significant Growth in 2014**

*- Recommendations generate \$70.1 million in additional revenue for banks -*

**JAMESVILLE, New York, Jan. 6, 2015** – [Lodestone Banking](#), a provider of comprehensive revenue analysis for banks, announces that they have experienced significant growth in 2014. In 2014, Lodestone's recommendations generated a combined \$70.1 million in recurring annual revenue for a group of 17 banking customers. These results are tracked each year in ongoing efforts to fine tune implementation and tracking methodology.

For these 17 clients, Lodestone's revenue strategies produced 16 percent more revenue in 2014 than in 2013. One customer's EPS improved by 16 cents, equating to over \$100 million in shareholder value.

A few factors leading to Lodestone's success in 2014 are the company's comprehensive revenue analysis and unique discovery process, which is used to gather and analyze data during projects. An additional factor leading to the company's growth is the recent hire of Jack Weigle as a performance analyst.

"A large part of our success throughout 2014 was the result of an increased demand among banks for a deeper understanding of revenue opportunities that evade internal efforts," said Shahin Clark, CEO of Lodestone Banking. "Our comprehensive revenue analysis is used to identify new sources of revenue that do not involve fee increases, staff cuts, closing branches or renegotiating vendor contracts."

### **About Lodestone Banking**

Founded in 1994, Jamesville, N.Y.-based [Lodestone Banking](#) provides comprehensive revenue analysis for banks. Through the company's unique discovery process, the organization locates overlooked revenue opportunities without layoffs, branch closings, higher fees, changes to loan

loss reserve or renegotiating vendor contracts. For more information about the company, please visit [lodestonebanking.com](http://lodestonebanking.com).

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