

FOR IMMEDIATE RELEASE

**Worldwide Business with kathy ireland® Explores A New Way To Analyze Financial Institutions Lost Revenue with Lodestone Banking**

*Tune into Bloomberg International as sponsored programming on December 26 -27, 2015. See market by market listings below.*

(Los Angeles, CA - - December 21, 2015) – Worldwide Business with kathy ireland® announces a feature story on [Lodestone Banking](#), a company that is helping banks recover [lost revenue](#) through better processes.

During the segment, Kathy Ireland interviewed President and CEO of Lodestone Banking, Shahin Clark.

Shahin Clark commented on why [financial institutions](#) are losing so much revenue by stating, “Banks are run by the finance department and finance does not have the tools, techniques and reports to pinpoint where they are losing money, consequently they go after cost cuts ... cost cuts can be expensive and definitely FTE / employees. Also fee increases which obviously generates income but in a negative fashion. The way we do consulting is without all that.” Shahin’s answer to her experience, “I have done analysis of every department (HSBC USA) so I know how they operate and how one area affects another. Because of that knowledge we can drop these silos which are departments and look at the bank horizontally ... information flows through the bank, it doesn't just generate in one area of the bank. So by looking at the revenue through a horizontal view we find lost revenue ... 50% of what we find is in core banking systems. I have to emphasize the tools, techniques and methodology that we bring into a bank to find lost revenue.”

Mark Tryniski, bank CEO says: "Lodestone added over \$5 million annually, and amounts to 3% to 4% increase in earnings per share... Lodestone is highly beneficial to our shareholders..."

Shahin states, the benefits of retaining Lodestone, “increased shareholder value, no cost cuts, and when we are done with a bank we leave the bank with tools and techniques that will allow them to follow and use after we are gone, so the analysis doesn't stop...it would become a living environment, living tools and techniques for them.” Do you have competition? “No, Lodestone owns this space.”

Tune in to see Lodestone Banking on [Bloomberg International](#) as sponsored programming on December 26, 2015 at 7:30am GMT and December 27, 2015 10:30am D.F. and 2:30pm HKT.

**About Worldwide Business with kathy ireland®**

[Worldwide Business with kathy ireland®](#) is a weekly business television program featuring real-world insights from corporate executives from all over the globe.

Worldwide Business with kathy ireland® airs on Saturdays and Sundays on [Fox Business Network](#) as part of their sponsored programming lineup, as well as internationally to over 50 countries on [Bloomberg International](#).

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