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Farin & RateWatch to Co-Market Webinars

Pricing webinars will be available to all banks and credit unions

Fitchburg, July 29, 2011 – Farin & Associates, Inc., one of the leading consulting firms that provides asset/liability management solutions and retail product-pricing solutions to financial institutions, announced an agreement between Farin and RateWatch to promote educational webinars to banks and credit unions.

According to Jackie Myers, Marketing & Education Manager at Farin, “We are excited about our new relationship with RateWatch. Between our pricing expertise and RateWatch’s significant and diversified client base, I am confident that many banks and credit unions will learn from the webinars how to implement more disciplined and effective deposit and loan pricing strategies in their respective markets. Webinar participants will walk away with practical applications to enhance their net interest margin. RateWatch’s services dovetail perfectly with what we do with our iPrice solutions. And as we roll out new products, we expect that our relationship with RateWatch, which began as a marketing partnership, will lead to other opportunities that will benefit our respective customers.”

Rachelle Zorn, General Manager of RateWatch, says “RateWatch is pleased to be able to offer Farin’s pricing webinars to our clients. The expertise and excellent reputation of Farin & Associates made it a very easy decision. We believe these educational webinars will perfectly complement our core products and services since both focus on assisting banks and credit unions in optimizing the pricing of their deposit, loan and fee products. An added benefit that we know our clients will appreciate is the opportunity to earn CPE credits while adding to their pricing knowledge base.”

About Farin & Associates, Inc.

Farin & Associates, Inc., Fitchburg, Wis., founded in 1985, is a financial-services consulting firm that provides asset/liability management solutions, retail product-pricing solutions, and web products and services to banks, thrifts, and credit unions nationwide. For more information about Farin & Associates, Inc. visit www.Farin.com or call 800.236.3724.

About RateWatch

RateWatch is a division of TheStreet, Inc., a leading digital financial media company that distributes its content through online, social media, tablet and mobile channels. RateWatch has been proudly serving the financial industry since 1989. Financial institutions of all types and sizes depend on the timely and accurate data provided by RateWatch to make critical, profit-affecting decisions every day. Over 5,600 clients nationwide currently utilize one or more of the services provided. Learn more at www.rate-watch.com.