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BasePoint Analytics Hires Former Senior Fraud Executive from Wells Fargo

New Team of Fraud Reduction Experts Helping Lenders Combat Fraud around the World

Carlsbad, CA – July 6, 2005 - BasePoint Analytics, a leading provider of fraud analytics and fraud consulting services, today announced that Ms. Georganne Rosenberger has joined the company's consulting services organization. Ms. Rosenberger will provide fraud strategy, benchmarking and operational best practices to BasePoint Analytics' growing base of credit, retail and mortgage lending customers.

BasePoint Analytics' fraud consulting organization provides lenders with some of the industry's top fraud professionals. This team of experts builds fraud reduction strategies and optimizes the processes used to identify fraudulent activity for leading institutions across the globe. The group also assists clients in using sophisticated fraud analytics and seamlessly integrating those analytics into their critical business decisions.

We are extremely pleased to have a recognized industry expert such as Georganne Rosenberger join our team of industry professionals", said Frank McKenna, Managing Director of BasePoint Analytics. "Lending institutions are continually innovating in their constant fight against fraud, and Georganne's previous experience driving down fraud losses at leading institutions will be very beneficial to their efforts. Her addition to our team demonstrates our commitment to helping banks achieve best-in-class fraud management."

Ms. Rosenberger brings over 12 years of experience reducing fraud losses for some of the largest banks in the US. Ms. Rosenberger joins BasePoint Analytics from Wells Fargo Bank, where she was Vice President of Fraud Control for their portfolio of debit and credit cards. Under her management, seven consecutive years of declining fraud losses were achieved. Prior to Wells Fargo, Georganne Rosenberger was Vice President of Fraud and Credit Operations at Bank One.

"Joining BasePoint Analytics provides an opportunity to apply the very best fraud prevention practices that I have learned over the years", explains Georganne Rosenberger. "Fraud management is extremely complex and requires an exhaustive understanding of the dynamics to understand what works and what doesn't. I am looking forward to helping lenders and issuers devise new fraud practices that leverage my industry experience."

With the addition of Ms. Rosenberger, BasePoint Analytics' team of fraud reduction consultants has collectively helped over thirty-five financial institutions from around the world actively control their fraud risk. Through the application of BasePoint Analytics' patent-pending fraud reduction technologies and best-in-class strategies and processes, lenders have been able to reduce their fraud losses by 40-75% in less than a year. BasePoint Analytics is aggressively growing this team of industry

experts to provide banks and lenders from around the world with a best-practices framework of fraud prevention. Ms. Rosenberger will initially be based in the United States but will also provide fraud consulting services to clients in Europe and Latin America.

About BasePoint Analytics

BasePoint Analytics, based in Carlsbad, Calif., is a custom fraud analytics and consulting company serving the financial services market. BasePoint Analytics integrates advanced analytics, proven fraud strategies and best-practice consulting services for measurable results in fraud mitigation and optimized fraud operations. With some of the top fraud scientists in the field, BasePoint Analytics builds state-of-the-art predictive models using advanced techniques such as neural networks and machine learning algorithms. These analytics are integrated into products that ensure the right loan review processes, the right lending policies and the right management reporting systems are in place to achieve substantial and continuous fraud reduction. More information on BasePoint Analytics can be found at www.basepointanalytics.com.