

Press Release
January 27, 2009

**BAI Hires Paul Robert, Director of Business Development,
Learning & Development**

CHICAGO (January 27, 2009) – BAI, the financial services industry’s partner for breakthrough information and intelligence, recently hired Paul Robert as Director of Business Development for its Learning & Development business. Mr. Robert will lead the development of professional services offerings to help banks and credit unions improve their retail branch workforce performance.

Mr. Robert has almost 20 years experience in financial industry sales and consulting. Directly prior to joining BAI, Paul was responsible for directing the sales and consulting efforts to financial institutions at Schneider Sales Management, one of the nation’s leading sales consulting and training firms, and is a frequent speaker on sales and service related topics at an array of financial services conferences.

“This is an exciting time for BAI Learning & Development as we move our business focus beyond compliance training, expanding BAI’s value in enabling workforce productivity and performance,” says Jim McNeil, chief operating officer at BAI. “Paul has a wealth of experience in helping financial institutions develop and train frontline sales employees, and we are excited to have him on board.”

Although well known throughout the industry as a leader in regulatory compliance and financial services training, this initiative allows BAI Learning & Development to focus more broadly on its mission to combine industry knowledge and expertise with powerful tools and solutions to help financial institutions improve employee and business performance.

“Paul’s presence reinforces our vision to be more than just a training provider,” added McNeil, “and take a more holistic approach to providing comprehensive frontline employee development solutions for the retail banking financial services industry.

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About BAI

BAI is the financial services industry’s partner for breakthrough information and intelligence needed to innovate and stay relevant in an evolving marketplace. For more than 80 years, we have focused on advancing the industry by offering unbiased education and research. Our offerings are as diverse as the industry, and include premier events such as BAI Retail Delivery Conference & Expo, ground-breaking research and performance metrics, professional learning and development programs, and in-depth editorial coverage through *BAI Banking Strategies*. Visit www.BAI.org for more information.

BAI is Bank Administration Institute and BAI Center.

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