

For more information contact:

Alicia Bell
Director of Creative Marketing
DMA
Direct: 971 371 7873
Mobile: 972 757 2460
alicia.bell@dmacorporation.com

For Immediate Release

Smart Data Analytics Provider DMA to Join Forces with Financial Services Technology Provider Baker Hill

- The Riverside Company, a \$4.6 billion global private equity company, has signed a definitive agreement to acquire Baker Hill, a division of Experian.
- Following the close of the acquisition, Baker Hill and DMA, a current Riverside portfolio company, will join forces. Combining DMA's unique business intelligence with Baker Hill's risk analysis, origination and loan portfolio management capabilities positions the new organization to offer a competitive advantage to progressive financial institutions.
- DMA President and CEO, Naseer Nasim, will lead the new combined organization.

Beaverton, Ore., September 2, 2015 – Database Marketing Agency (DMA) Corporation, a premier provider of business intelligence and smart data analytics technology for the financial industry and a portfolio company of The Riverside Company, announced today that it will join forces with Baker Hill, a provider of relationship management, credit-origination and risk-management solutions, and a recent acquisition of The Riverside Company. The resulting organization will be led by DMA's President and CEO, Naseer Nasim.

Combining DMA and Baker Hill creates opportunities to leverage the complementary fit between DMA's business intelligence and Baker Hill's lending platform and risk analysis capabilities to create a distinct competitive advantage for progressive financial institutions.

"Today's financial institutions face demographic, regulatory and competitive pressures that drive the need for sophisticated technologies, services and solutions that help them successfully navigate shifting demands. We're pleased to join forces with Baker Hill, which shares our commitment to empowering

progressive banks and credit unions to remain viable and profitable in today's complex environment," said Naseer Nasim, president and chief executive officer for DMA/Baker Hill.

With a shared focus on serving the technology needs of progressive banks and credit unions, DMA and Baker Hill together have significant potential for growth. Based in Carmel, Ind., Baker Hill has been a leader in providing loan origination and portfolio management in the financial services market for more than 20 years. The combined organization serves more than 600 financial institutions in the U.S.

"Combining these two organizations is a win-win for the employees, product lines and clients," said John Kish, Riverside Operating Partner, and Chairman of the DMA Board of Directors. "As a unified organization, DMA and Baker Hill can deliver highly customized business insights that enable their clients to make informed lending decisions, effectively manage accounts, deepen relationships and drive growth across their entire enterprise."

The acquisition is expected to be complete by the beginning of the fourth quarter of 2015. The company will maintain offices in both Carmel, Ind. and Beaverton, Ore.

About DMA

DMA offers smart data analytics that help banks and credit unions throughout the U.S. understand profit risk, identify growth opportunities and deepen accountholder relationships. Founded in 1996, DMA is a premier integrated financial services analytics provider combining state-of-the-art analytics and modeling platforms with strategic advisory services to enable financial institutions to make informed business decisions throughout their enterprise, including management, finance, marketing, and sales efforts. DMA is headquartered in Beaverton, Oregon. For more information, visit: www.DMACorporation.com.

###