



NEWS RELEASE

California Bankers Association (CBA) Grants Exclusive Endorsement to Data Center Inc. (DCI) as Recommended Bank Technology Provider

HUTCHINSON, KAN., January 21, 2015 – Community bankers in California now have another reason to consider changing the core technology they use. Data Center Inc. (DCI), the privately-owned developer of iCore360® core banking software and related technologies, has gained an exclusive endorsement from the California Bankers Association (CBA), one of the largest state banking trade associations, as part of a strategic partnership to offer the DCI technology solutions to CBA members.

The exclusive endorsement of a core technology provider is a first for the CBA and rare among banking industry associations.

“We selected DCI for this endorsement because they have an established track record of proven technology for banks, and their products and services are developed, delivered and supported by hundreds of highly trained banking professionals and technicians with certified expertise,” said CBA President and CEO Rodney Brown.

The endorsement is yet another boost to DCI’s recent growth trend, following two significant acquisitions within the past 16 months to expand its product line and market position in the industry.

DCI is one of the more unique core technology companies in the industry. DCI serves hundreds of community banks nationwide but has remained privately owned by a group of clients for 52 years, with several clients serving as board members and user group leaders involved in the development of the company’s technologies. As a result, the company has a reputation for highly personal customer service, and consistently high satisfaction and contract renewal rates. Headquartered in Hutchinson, Kan., DCI has data centers in California and several other states, and has won multiple awards for its work and expertise.

“DCI is perhaps the best kept secret in core processing and I highly recommend them to any bank,” says Jeff Ball, president of Friendly Hills Bank in Whittier, Calif., a longtime DCI client and past chairman of the CBA. “They’re professional, capable and responsive no matter what size bank you are.”

To earn the endorsement, DCI was required to prove it could meet stringent CBA quality standards and other key criteria for meeting the long term needs of member banks, quality customer service, financial soundness and management strength.

John H. Jones, DCI president and CEO, states, "We are very proud of this CBA partnership and endorsement. This is high recognition of the unique difference and value we can bring to California bankers."

About DCI

DCI is the developer of the award-winning iCore360® core banking software and related technologies for community banks nationwide. DCI is privately owned by a group of bank clients, with several clients serving as board members and user group leaders. In addition to iCore360® (available hosted or in-house), DCI offers integrated solutions for Internet and mobile banking, private ATM network and card management, teller automation, remote capture, custom analysis, risk/vendor management, managed IT and more. For more information, visit www.datacenterinc.com.

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About the California Bankers Association (CBA)

Established more than 123 years ago, the California Bankers Association (CBA) is one of the largest state banking trade associations in the country. CBA leads the way in developing relevant educational and legislative solutions to some of California's more pressing financial and banking issues, including adult financial empowerment, identity theft, financial privacy, and financial elder abuse. CBA's membership includes the majority of California's commercial, industrial and community banks and savings associations. For more information, visit www.calbankers.com.

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