

FOR IMMEDIATE RELEASE

BISYS® INTRODUCES CROSS SELL ADVANTAGE, AN EDUCATION-BASED MARKETING SYSTEM FOR BANK CLIENTS

Online Marketing System, Developed by Truebridge Financial Marketing, Enhances BISYS' Relationship Management and Internet Banking Solutions

BISYS, a leading provider of business process outsourcing solutions for the financial services sector, has expanded its ancillary product suite with Cross Sell Advantage, the education-based marketing system developed exclusively for banks by Truebridge Financial Marketing.

The Cross Sell Advantage marketing system provides the comprehensive, online educational information that will enable BISYS' bank clients to attract new customers, leverage existing customer relationships, and generate sales leads for their entire product and service suite 24x7. Accessed through banks' existing Web sites, the innovative system offers online visitors current information on hundreds of financial topics to help them better understand their unique financial needs and goals, and bank-specific product and service offerings. Cross Sell Advantage also provides access to the bank representatives who can provide the appropriate personal service.

Cross Sell Advantage can be private-labeled by each bank, and is hosted in an Application Service Provider (ASP) environment by Truebridge Financial Marketing. The online financial information was developed and is regularly updated by a national accounting firm.

According to Bill Neville, president of BISYS Information Services, "Providing this content-rich financial guidance complements our customer relationship management and Internet banking solutions, and provides our bank clients with an even broader array of marketing, sales, and service solutions. Functioning as both an Internet solution and a retail branch solution, Cross Sell Advantage engages online visitors and can materially extend the time spent on a bank's Web site, while generating sales leads, appointments, and referrals for the appropriate branch. This sophisticated marketing solution enables banks to leverage their existing Web sites and online banking capabilities to empower their customers to go beyond routine transactions and inquiries, such as checking account balances, to investigating and purchasing additional financial products. Our strategic alliance with Truebridge Financial Marketing and the opportunity to support our clients with this innovative marketing solution further demonstrate our fundamental commitment to helping our bank clients continually enhance their customer service and profitability."

Stewart Rose, president and chief executive officer of Truebridge Financial Marketing, stated, "We are excited to bring Cross Sell Advantage to BISYS' bank clients. We believe the educational approach to cross selling, which promotes financial literacy while fulfilling customers' financial needs, will generate competitive advantages for these banks. As a leading bank outsourcer, BISYS proactively introduces new and innovative

solutions that help its clients enhance customer care and maximize revenues, and Truebridge Financial Marketing is pleased to now be a part of the BISYS solution."

About Truebridge Financial Marketing

Truebridge Financial Marketing, Inc., a Hingham, Mass.-based marketing company that created the Cross Sell Advantage system, specializes in helping banks and other financial institutions improve their cross-selling capabilities. Additional information is available at www.truebridge.com.

About BISYS Banking Solutions

BISYS provides one of the most comprehensive information processing solutions, integrating core banking applications with more than 70 best-of-breed ancillary products. BISYS's bank-wide automation supports commercial and retail banking, electronic and Internet-based transactions, branch services, customer relationship management, data warehousing, executive decision-support, and imaging. BISYS continually enhances the functionality of its banking solution by integrating new ancillary products and advancing technologies. The American Bankers Association (ABA), through its Corporation for American Banking (CAB) subsidiary, exclusively endorses BISYS's core information processing solution as the recommended solution for community banks.

About BISYS

The BISYS Group, Inc. (NYSE: BSG), headquartered in New York City, provides business process outsourcing solutions that enable investment firms, insurance companies, and banks to capitalize on convergence by entering new segments of the financial services industry. BISYS currently supports more than 22,000 domestic and international financial institutions and corporate clients through three business units. Its **Investment Services** group provides administration and distribution services for approximately 370 clients, representing approximately 2,200 mutual funds, hedge funds, private equity funds, and other alternative investment products with approximately \$750 billion in assets under administration. BISYS' largest group also provides retirement services to more than 18,000 companies in partnership with 40 of the nation's leading banks and investment management companies, and offers analytical research and competitive information through its Financial Research Corporation (FRC) subsidiary. Through its **Insurance and Education Services** group, BISYS is the nation's largest independent distributor of life insurance and the premier provider of the support services required to sell traditional and variable life, long-term care, disability, and annuity products. BISYS is also the nation's second largest independent wholesale distributor of commercial property/casualty insurance. This group complements its insurance distribution services with a comprehensive compliance management solution that supports insurance and investment firms and professionals with more than 215 certification and continuing education training courses, and a sophisticated suite of products and services that automates the entire licensing process. BISYS' **Information Services** group supports approximately 1,450 banks, insurance companies, and corporations with industry-leading information processing and imaging solutions, turnkey asset retention solutions, and specialized corporate banking solutions. Additional information is available at www.bisys.com.

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[Truebridge, Inc.](#), a Hingham, Mass.-based marketing company that created the Cross Sell Advantage system, specializes in helping banks and credit unions improve their cross-selling capabilities. A White Paper on "Overcoming the Cross Sell Barriers" is available at www.truebridge.com.

To view the press release on the BISYS site, go to
<https://www.bank.bisys.com/press021104.asp>