



newsrelease

CONTACT:

Mike Lawson
michael@dmlcommunications.com
760.845.8146

Ed Perry Back in the Sales Saddle with Corelation

SAN DIEGO - August 19, 2011 - After a brief stint at retirement, and at the urging of his wife to get out of the house, veteran core processing sales executive Ed Perry has joined Corelation, Inc., the credit union industry's newest core processing vendor, as the company's Business Development Executive. Perry, who will be responsible for Corelation's sales efforts in the southern part of the nation, will officially start September 1, 2011.

"I talked with Theresa and others at Corelation and decided that it would not only be a lot of fun but also exciting to work with the latest system developed by John [Landis] and others at Corelation," Perry explains. "By starting with a clean slate, John and his programming crew have been able to bring the very latest in technology to the credit union industry. The person-centric Key-Stone system is a breath of fresh air to a market that has become pretty stale over the past few years."

The first John Landis system Perry sold was to a credit union in Houston in 1981 and 30 years later the credit union is still running on that same core system. Since then, more than 600 credit unions nationwide have bought systems designed by Landis. "Without a doubt he has been the most prolific author of core systems for credit unions in the past 30 years," Perry adds.

After 2009 when the entire credit union industry took a huge financial hit, it now appears that in the next couple years credit unions will again be looking for ways to bring better products to their members and at the same time become more efficient in the delivery methods of those products. Perry sees 2012 and 2013 as breakout years for credit unions as they can concentrate on how to maintain and grow their member base. He believes Corelation is in a very good position to respond to what the credit union market will be demanding.

"In my mind it is not a matter of 'if' but just a matter of 'when' Corelation will be accepted as a premier core solution," Perry says. "I am really looking forward to showing the many CEO's and CIO's that I have met over the past 30 years what I believe is an excellent response to what the market is looking for in a core processor."



"I have worked with Ed Perry most of my career," states Corelation President Theresa Benavidez. "When we were given the opportunity to talk with him and bring him on board we knew we got a winner. Ed has a tremendous reputation and a tremendous number of friends in the industry. We feel fortunate that he chose us when he decided to come out of retirement. We cannot wait to visit Texas and the other states where Ed has spent his career."

About Corelation, Inc.

Based in San Diego, CA, Corelation is the innovative new core processor for today's credit union. This solution is a member-centric system that empowers credit unions to offer the best member service possible, enhancing their value for member attraction and retention. In terms of industry experience, Corelation's staff has dedicated their careers to creating core systems and providing unparalleled client service. For more information, visit www.corelationinc.com.

