



**CONTACT:** Paul Bender  
enumerate Solutions, Inc.  
703.448.0087 x1314

**FOR IMMEDIATE RELEASE**

## **American Bankers Association To Offer Interactive Industry Reports Online**

### **enumerate's Pioneering Technology Enables Instant Point-and-Click Analysis**

McLean, VA. – April 9, 2002 – enumerate Solutions Inc. announced today that the American Bankers Association (ABA), one of the country's premier banking organizations, will use enumerate's technology to make ABA industry publications available in an interactive format on the Web. The 13 publications cover topics ranging from retail banking and deposit account fraud to home equity loans and bank insurance.

enumerate's technology speeds and simplifies many tasks commonly performed when exploring numerical data. Unlike static data on today's Web sites, people using ABA's interactive data can create custom charts and tables from banking industry reports simply by clicking their mouse. They can review and manipulate ABA's data from a standard Web browser, apply one-click math equations to adjust the data, and easily link the charts they create into other presentations.

"By providing unique capabilities to visualize and perform analysis on our data, we expect to appeal to a wider audience and give our members more power to spot trends and explore answers to the questions that are most important to them," said Dr. Jane Yao, managing director of ABA's Survey and Statistics Division.

"ABA has certainly taken a leadership position within the banking community in providing this value-added service to their membership" said J. Paul Carey, executive vice president at enumerate. "With 1,200 tables of interactive data, we believe ABA's reports will be the industry's most compelling and talked about on the Web."

ABA's interactive data can be accessed on the Web at [www.aba.com](http://www.aba.com); click the link "Surveys/Statistics." Select data can be previewed at no charge for ABA members. Examples of the ABA reports available include:

-- more --

- ❑ **ABA Retail Banking Survey Report.** Compiled using responses from 78 banks of varying sizes, the report offers detailed data on a wide range of topics – including bank customers, expenses, gross revenues, return on assets, and banking efficiency. It also features a special section on Internet banking. The report includes more than 90 interactive tables.
  
- ❑ **Deposit Account Fraud.** ABA conducts biennial surveys on check fraud, and the new survey includes responses from nearly 600 banking institutions. The survey found that gross losses from deposit account fraud, including e-commerce and online banking, reached \$679 million in 1999 – up almost 33% over the 1997 totals. The report includes 38 interactive tables.

### **About the American Bankers Association**

Based in Washington, DC, the ABA brings together all categories of banking institutions to best represent the interests of this rapidly changing industry. Its membership — which includes community, regional and money center banks and holding companies, as well as savings associations, trust companies and savings banks makes ABA the largest banking trade association in the country. ABA can be found on the Internet at [www.aba.com](http://www.aba.com).

### **About enumerate Solutions Inc.**

Based in Northern Virginia, enumerate is pioneering the development of software products and solutions that will allow users to interactively publish data on the Web. The backbone of enumerate's technology is RDL™, an XML-compliant language which allows numbers to be transported across the Web in their native format and easily graphed, analyzed, searched and displayed with point-and-click ease. With RDL™, users are now able to easily publish numeric data, navigate the Web to quickly locate relevant information, combine disparate datasets for analysis, or view data in multi-dimensional formats. For additional information about enumerate products, call 703.448.0087 or visit [www.enumerate.com](http://www.enumerate.com).

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