

Press Release

La Capitale Financial Group agrees to acquire the Full Suite of Vista™ Suite of Insurance and Wealth Management Business Models and Methodologies

Toronto, January 12, 2009 – NewLink is pleased to announce that La Capitale Financial Group has agreed to acquire a license to all the components included in NewLink's Vista™ suite of insurance and wealth management business frameworks, reference models and methodologies.

Used in several projects, these models and methodologies have assisted in:

- Reducing the time to complete deliverables
- Improving the definition of business requirements and processes
- Providing a better understanding of business requirements
- Improving communications between the involved parties
- Providing a structure to reduce risks

Vista™ is comprised of the following intellectual capital components:

- Vista™ Service Oriented Architecture – Enterprise Business Model
- Vista™ Business Requirements Reference Models
 - CRM
 - Policy/Contract Management
 - Claims Management
- Vista™ Merger and Acquisition Methodology
- Vista™ Business Case Methodology
- Vista™ Market Segmentation and Product Development Methodology

The Vista™ suite mainly used in projects like:

- Business architecture
- Application architecture
- Process improvement and management
- Business requirements for systems
- Operational risk management
- System integration
- Mergers and acquisitions
- Project risk management
- Financial product development and management

About La Capitale Financial Group

With a strong presence across Quebec, and, since 2006, increasingly present throughout Canada, La Capitale Financial Group has \$2.8 billion in assets, employs over 2,226 people and provides financial products and services to the general public as well as to 600,000 members working for over 900 institutions in the Quebec public and parapublic sectors.

Its subsidiary La Capitale General Insurance Inc. is experiencing impressive growth and now ranks among the five largest property and casualty insurers in Quebec. Including its wholly-owned brokerage distribution subsidiary L'Unique General Insurance, La Capitale General Insurance generates some \$472 million in written premiums and employs nearly 1,000 individuals across Quebec, making the company an industry leader in property and casualty insurance.

Source : Mme Francine Landry, Vice-président –Information Technology
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About NewLink Group

NewLink Group is a leading financial services industry consulting company. NewLink's breadth of experience and services include business and IT strategy, distribution channel effectiveness, industry benchmarking, product development, business and IT architecture, IT solutions, operational excellence, management of change, business implementation and project management. Vista™ is the knowledge base that NewLink's sells to clients and technology companies. Vista™ is also used by NewLink consultants for client assignments and projects.

Source : Pierre Gagné, Senior Vice President and Director
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