



NEWS RELEASE

DCI and CoreTrac Tighten Partnership Before Major Bank Software Release

– Agreement adds enhanced CRM to revolutionary core processing software update –

HUTCHINSON, KAN., February 4, 2010 – DCI, a national developer of core processing software and technology for community financial institutions, today announced that it has signed an integrated technology reseller agreement with long-time business partner CoreTrac, Inc., provider of the ResourceOne CRM/sales force automation software for community financial institutions.

The announcement comes as DCI prepares for the highly-anticipated ASP.NET upgrade of its award-winning iCore360® bank processing and management software, expected this summer.

Alan Buhler, Executive Vice President, CoreTrac, stated, “DCI has a long and admired reputation in the core bank technology sector and we’re excited to be a part of their iCore360® solution to help community banks better manage and grow their businesses.”

DCI will directly market and support iCore360®/CRM – a custom integrated version of the CoreTrac CRM technology for sales lead tracking, pipeline and service case management, and target marketing – as an optional feature for the new cloud-modeled iCore360® solution.

John H. Jones, DCI President and CEO, said, “We’ve enjoyed a great relationship with CoreTrac for years. This next step capitalizes on the revolutionary design of iCore360® with CoreTrac’s proven CRM expertise to help our banks easily – and seamlessly – track sales prospects, activities, and incentives from iCore360®.”

About Data Center, Inc.

Founded by bankers in 1963, Hutchinson, Kan.-based DCI is a privately-owned provider of full-service bank technology and processing solutions to the financial industry nationwide. DCI’s flagship product, iCore360®, is a native ASP .NET Web-based core processing system for complete bank management, built around a single relational source of account information, transaction integration and automation. Key features include integrated imaging, Internet/mobile banking, ATM/card processing, teller automation, compliance, fraud prevention, CRM, IT management, networking and data security. For more information about DCI and its products, visit www.datacenterinc.com <<http://www.datacenterinc.com/>> .

About CoreTrac, Inc.

CoreTrac, Inc. (www.coretrac.com <<http://www.coretrac.com/>>) is a privately held corporation headquartered in Austin, Texas. The company is dedicated exclusively to providing its easy-to-use & affordable CRM/sales force automation solution, ResourceOne, to community financial institutions.

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