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Critical Point Group Adds Richard von Gnechten to Executive Team

CHARLOTTE, N.C., July 20, 2006 – Critical Point Group (CPG), a provider of marketing services for community banks and similar financial institutions, announced Richard von Gnechten as the company's new chief financial officer.

In this position von Gnechten directs and oversees all financial activities including corporate finance, capital and cash management and accounting. Additionally, von Gnechten is responsible for forecasting the company's financial growth and serves as a member of CPG's executive management team.

Prior to joining CPG, von Gnechten served as CEO, CFO and controller for many successful companies ranging from start-up to \$2 billion, including five years as CFO of a Fortune 700 company that also owned a \$6 billion bank. Von Gnechten is also currently managing director for GrowthFinance, LLC, which provides financial advisory services to growth companies, and serves on several boards of public and private companies.

"As a 20 year veteran of the financial industry, Richard brings valuable experience that can be used to enable CPG to help community banks and other financial institutions differentiate themselves from competitors through expanded marketing and cross-selling options," said Ken Long, founder, president and CEO of Critical Point Group.

Von Gnechten has an MBA from Dartmouth's Tuck School of Business, a bachelor's in economics from the University of Denver and is a graduate of Stanford's financial management program. He is married to Denice von Gnechten, a local attorney, and has three daughters.

About Critical Point Group

Critical Point Group (Charlotte, N.C.) (CPG) provides outsourced financial technology services and professional marketing services, and unique proprietary financial products to the financial services industry. It is CPG's mission to help financial institutions more effectively compete with the pricing and marketing tactics of the larger, national banks and non-banks through a solution that provides a superior value proposition to the consumer and small business customer. For more information about Critical Point Group, visit www.criticalpointgrp.com.