

Date: July 17, 2008

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Timing: For Immediate Release

TEMPLE-WOLFE SELECTED BY WELLS FARGO BUSINESSLINE LINE OF CREDIT TO MANAGE IMPLEMENTATION OF NEW PRICING STRATEGIES

Orinda, CA – Christine Temple-Wolfe, founder of the Orinda-based firm Excel in Marketing LLC, has been asked to manage a number of pricing projects for the BusinessLine Line of Credit division in San Francisco, CA.

Temple-Wolfe has been engaged to research and recommend legislative changes, competitive pricing trends and manage the implementation of many pricing strategies which might include: default, late fee, overlimit fees, and more. Given the new credit card legislation signed by President Obama due in February and the pending merger with Wachovia, Wells Fargo has a great deal on their plate. They are determined to manage the changes in such a way that customers are unaffected and able to enjoy the same level of service and access to lending products as in the past.

The key priorities for the bank include competitive pricing strategies that help alleviate some of the losses suffered over the last few years and help encourage customers to modify their behavior towards more responsible borrowing and spending practices.

“Wells Fargo is a fantastic company to work with and the team at EIM values the six-year long relationship, said Temple-Wolfe. I have to say that the Marketing Operations group has a great deal to accomplish this year, but the team is quite competent. Marketing Operations Manager Elena Rios will supervise a number of the implementation efforts and ensure there are enough resources and oversight to successfully get the job done, said Temple-Wolfe.”

The engagement is expected to last just over a year and require a full-time, 40-hour a week contract commitment until its conclusion.

Temple-Wolfe owns and operates Excel in Marketing LLC, a team of marketing professionals with more than a century of combined experience in diverse marketing functions. They have extensive experience in marketing operations design, strategic market planning, branding, promotion, direct marketing campaigns, project management, and much more. The consultants seamlessly operate as an extension of their client’s staff and help to keep overhead low by coming in only when needed.

Many small companies can’t afford the high cost of agencies, which can have fees that range from \$10,000 to \$80,000 a month. Nor can they afford to hire an experienced marketing executive, which in the Bay Area can cost from \$150,000 to \$200,000 a year plus benefit package. Excel in Marketing meets the needs of small companies that need high-value talent to build their business, at prices they can afford.

For more information, please contact Christine Temple-Wolfe at 925-876-7191 to schedule a free consultation, or visit the Excel in Marketing website at: www.excelinmarketing.com

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