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SCANTRON ANNOUNCES ALLIANCELINK™ FINANCIAL SOLUTION

COMPREHENSIVE MULTI-CHANNEL CUSTOMER AND EMPLOYEE ENGAGEMENT SURVEY SOLUTION DEVELOPED TO HELP FINANCIAL INSTITUTIONS MANAGE THE CUSTOMER EXPERIENCE

EAGAN, MN (December 22 2010) – Scantron Corporation has announced the launch of AllianceLink™ Financial. Developed by Scantron Survey Services specifically for banks and credit unions, this comprehensive multi-channel customer and employee engagement survey solution helps these financial institutions manage their internal and external customers' experiences.

Based on nearly 40 years of Scantron's survey and research experience, at the core of AllianceLink Financial are the Employee and Customer Engagement Surveys that measure and establish a baseline assessment of satisfaction, loyalty and advocacy. The Customer Experience surveys include the New Account/Loan Survey, Closed Account Survey, Teller Transaction Survey, and Product Survey. Together, the Engagement and Experience surveys measure loyalty and performance at all defined touch points.

AllianceLink Financial gathers data from multiple touchpoints and tracks it over time. It then analyzes it to define what drives customers from merely being satisfied to being advocates for the organization. These insights support more informed decisions on the part of the banks and credit unions. The goal of AllianceLink Financial is to help them proactively and strategically build stronger relationships with both employees and account holders.

"In today's competitive financial industry, simply measuring customer satisfaction is no longer sufficient" said David McMurray, director of Consulting Services at Scantron Survey Services. "A financial institution must foster loyalty with account holders by consistently meeting needs and exceeding expectations. This is most effectively accomplished by measuring, monitoring and improving upon the customer experience at all touch points. We developed AllianceLink Financial specifically to deliver this information to financial institutions."

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AllianceLink Financial Reports include industry benchmark comparisons, trending analyses, loyalty indices, and key driver indicators that help focus time, resources and energy toward maximizing performance. Financial institutions can integrate AllianceLink Financial survey data with their Master Customer Information File (MCIF) system to provide an even more comprehensive understanding of customers' attitudes and behaviors.

Scantron Survey Services provides full-service survey and data management solutions to the financial services industry, Fortune 500 organizations, as well as government and educational institutions.

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About Scantron Corporation

Scantron Corporation (www.scantron.com) helps education, commercial and government organizations worldwide measure and improve effectiveness with assessment and survey solutions built on leading products and comprehensive, value-added services. It provides tools through multiple channels, including web-based, for the rapid, accurate and reliable capture of data with innovative software and survey solutions. The company has nearly 40 years of experience with expertise in software, world-class forms printing, scanner manufacturing, and customer service. Scantron serves 80 of the largest 100 school districts in the United States, as well as educators and students in 70 countries and 15 Ministries of Education globally. In July 2010, Scantron acquired Spectrum K12, a leader in education technology solutions with a special focus on Response to Intervention (RTI), Student Achievement Management and Special Education (IEP) software solutions. Scantron and Spectrum K12's web-based solutions work together to further support educators in meeting the ongoing challenge of individualizing learning to drive student achievement. Scantron is an indirect wholly-owned subsidiary of Harland Clarke Holdings Corp., which also owns Harland Clarke and Harland Financial Solutions.