

## **Sum2 Releases Results of New Jersey Community Bank Performance Study for 2006**

*Sum2 has completed a study concerning the 2006 financial performance of community banks in New Jersey. The study covers 18 publicly traded banks and determines overall performance assessment for the industry segment, individual performance assessments for each institution and measures 6 Key Performance Indicators (KPI's) as an industry average and for each constituent firm.*

Little Ferry, NJ (PRWEB) April 23, 2007 -- Sum2, LLC is pleased to release the results of its New Jersey community bank financial performance assessment study. The study is being released in conjunction with the firm's recently announced bank channel marketing initiative BC-SME. The study is designed to examine the relative performance of 18 publicly traded community banking institutions. The study calculates an overall performance score for the regional sector, performance scores for each bank and scores of six key financial indicators. The study is designed to assist banks and investors the ability to determine performance relative to their peers in its local market. The data used for the calculation of the performance scores are based on reported financial statements for 2006.

The study indicates that the regional sector constituents are relatively healthy and KPI's are closely correlated for bank's solvency position, followed by debt service and revenue.

Constituents of the study included: 1st Constitution Bancorp, Boardwalk Bancorp, Center Bancorp, Central Jersey Bancorp, Clifton Savings, Commerce Bancorp, Community Partners Bancorp, Greater Community Bancorp, Lakeland Bancorp, Magyar Bancorp, Parke Bancorp, Peapack-Gladstone Financial, Roma Financial Corporation, Sterling Banks, Sun Bancorp, Sussex Bancorp, Valley National Bancorp and Yardville National Bancorp.

Sum2 has completed a study concerning the 2006 financial performance of community banks in New Jersey. The study covers 18 publicly traded banks and determines overall performance assessment for the industry segment, individual performance assessments for each institution and measures 6 Key Performance Indicators (KPI's) as an industry average and for each constituent firm. An overview of the study is provided as an attachment to this release.

Some Highlights of the study include:

Average Financial Performance Score (64.3)

Banks Above Average (8)

Banks Below Average (10)

High Score (78)

Low Score (54)

Average Score for Profitability (66.2)

Banks Above Average (9)

Banks Below Average (9)

High Score (85)

Low Score (57)

Average Score Cost Structure (62.3)

Banks Above Average (6)

Banks Below Average (10)

High Score (69)

Low Score (59)

The macro economic factors for this segment of the banking industry are very challenging. Competitive market pressures, heightened regulatory demands and growing credit risk exposures in the consumer markets are pressing concerns for this industry. In response to these pressures many community banks are targeting small and mid size companies as a potential growth market. Sum2 designed BC-SME to assist regional banks to develop business within the small, mid-size enterprise market.

For more information on this study or our BC-SME program please contact us.

#### About Sum2, LLC

Sum2 was founded in 2002 to promote the commercial application of sound practice programs in the capital markets. The objective of Sum2 is to assist businesses and industries to implement corporate sound practices that add exponential value for share holders, employees, customers and to be exemplary citizens within the communities in which they operate and serve.

For more information on this program or to order products offered by Sum2 please contact customer.service @ sum2.us or call us at 201.440.1173. Sum2's mailing address is PO Box 184, Little Ferry, New Jersey 07643.

###

#### Contact Information

**JAMES MCCALLUM**

Sum2, LLC

<http://www.sum2.us>

201-440-1173