

Preferred Lender Scorecard

Lender Name: Access Group

	A*	X	B**	=	C***
Lender Background					
• Name recognition, image, market position	<u>3</u>		<u>3.33</u>		<u>10</u>
• Institutional experience with lender	<u>5</u>		<u>3.6</u>		<u>18</u>
• Financial stability	<u>5</u>		<u>3.6</u>		<u>18</u>
• Partners and affiliates	<u>5</u>		<u>2.4</u>		<u>12</u>
• Experience with lender representatives	<u>5</u>		<u>4</u>		<u>20</u>
• Default experience	<u>5</u>		<u>3.8</u>		<u>19</u>
• Peer experience with lender	<u>1</u>		<u>2.8</u>		<u>2.8</u>
• Use of borrower data and privacy safeguards	<u>5</u>		<u>4</u>		<u>20</u>
Loan Programs Requirements					
• Underwriting	<u>4</u>		<u>2.75</u>		<u>11</u>
• Front end fees/benefits	<u>4</u>		<u>2.75</u>		<u>11</u>
• Application, certification, disbursement process	<u>5</u>		<u>3.8</u>		<u>19</u>
• Denials, refunds, and returns	<u>5</u>		<u>3.8</u>		<u>19</u>
• Back end benefits	<u>3</u>		<u>3.6</u>		<u>10.8</u>
• APR to borrowers	<u>5</u>		<u>2.72</u>		<u>13.6</u>
• Electronic processing	<u>5</u>		<u>4</u>		<u>20</u>
• Compatibility with institutional systems	<u>5</u>		<u>3.92</u>		<u>19.6</u>
Customer Service Requirements					
• Loans held or sold	<u>5</u>		<u>3.96</u>		<u>19.8</u>
• Loans serviced directly or contracted	<u>5</u>		<u>4</u>		<u>20</u>
• Reputation of servicer	<u>5</u>		<u>4</u>		<u>20</u>
• Quantitative customer service measurement	<u>4</u>		<u>3.7</u>		<u>14.8</u>
• Dedicated customer service reps	<u>5</u>		<u>3.8</u>		<u>19</u>
• Operational hours, features, and automation	<u>4</u>		<u>3.65</u>		<u>14.6</u>
• Web-based borrower services	<u>5</u>		<u>3.6</u>		<u>18</u>
• Delinquency and default activities	<u>5</u>		<u>3.8</u>		<u>19</u>
• Trouble-shooting/support offered to school	<u>5</u>		<u>3.4</u>		<u>17</u>
• PLUS pre-approval options	<u>4</u>		<u>3.85</u>		<u>15.4</u>

5 point scale with 5 as the highest/best score

*A represents the Priority Rating for each criterion

**B represents the Performance Rating for each criterion

***C is the Priority-Performance Score and is the product of A times B



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A* X B** = C***

Program Affiliations

• Affiliated with Guarantor TG	<u>5</u>	<u>4</u>	<u>20</u>
• Financial partners and roles	<u>4</u>	<u>3.25</u>	<u>13</u>
• Marketing partners and roles	<u>4</u>	<u>3.25</u>	<u>13</u>

Other Considerations

• Overall marketing approach	<u>4</u>	<u>3.45</u>	<u>13.8</u>
• Loan consolidation offering	<u>3</u>	<u>1.67</u>	<u>5</u>
• Alternative loan offering	<u>4</u>	<u>0.65</u>	<u>2.6</u>
• Combined servicing	<u>4</u>	<u>3.45</u>	<u>13.8</u>
• Consumer information in education finance	<u>5</u>	<u>3.2</u>	<u>16</u>
• Consultation, workshops, website assistance	<u>5</u>	<u>4</u>	<u>20</u>
• Loans made available to both grad and undergrad	<u>4</u>	<u>4.1</u>	<u>16.4</u>
• Compatible with NU's system	<u>5</u>	<u>3.84</u>	<u>19.2</u>
• NDN/ELM Relationship	<u>5</u>	<u>4</u>	<u>20</u>
• Options for part-time students	<u>4</u>	<u>0.75</u>	<u>3</u>
• Options for international students	<u>5</u>	<u>0.72</u>	<u>3.6</u>

TOTAL PRIORITY-PERFORMANCE SCORE **600.8**

Anecdotal Information: _____

5 point scale with 5 as the highest/best score
**A represents the Priority Rating for each criterion*
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****C is the Priority-Performance Score and is the product of A times B*

Preferred Lender Scorecard

Lender Name: Citibank

	A*	X	B**	=	C***
Lender Background					
• Name recognition, image, market position	<u>3</u>		<u>3.33</u>		<u>10</u>
• Institutional experience with lender	<u>5</u>		<u>3.8</u>		<u>19</u>
• Financial stability	<u>5</u>		<u>3.12</u>		<u>15.6</u>
• Partners and affiliates	<u>5</u>		<u>3</u>		<u>15</u>
• Experience with lender representatives	<u>5</u>		<u>3.6</u>		<u>18</u>
• Default experience	<u>5</u>		<u>3.32</u>		<u>16.6</u>
• Peer experience with lender	<u>1</u>		<u>3.4</u>		<u>3.4</u>
• Use of borrower data and privacy safeguards	<u>5</u>		<u>2.8</u>		<u>14</u>
Loan Programs Requirements					
• Underwriting	<u>4</u>		<u>2.35</u>		<u>9.4</u>
• Front end fees/benefits	<u>4</u>		<u>1.75</u>		<u>7</u>
• Application, certification, disbursement process	<u>5</u>		<u>3.6</u>		<u>18</u>
• Denials, refunds, and returns	<u>5</u>		<u>3.64</u>		<u>18.2</u>
• Back end benefits	<u>3</u>		<u>3.6</u>		<u>10.8</u>
• APR to borrowers	<u>5</u>		<u>2.52</u>		<u>12.6</u>
• Electronic processing	<u>5</u>		<u>3.32</u>		<u>16.6</u>
• Compatibility with institutional systems	<u>5</u>		<u>3.24</u>		<u>16.2</u>
Customer Service Requirements					
• Loans held or sold	<u>5</u>		<u>3.16</u>		<u>15.8</u>
• Loans serviced directly or contracted	<u>5</u>		<u>3.4</u>		<u>17</u>
• Reputation of servicer	<u>5</u>		<u>3.6</u>		<u>18</u>
• Quantitative customer service measurement	<u>4</u>		<u>2.85</u>		<u>11.4</u>
• Dedicated customer service reps	<u>5</u>		<u>3.4</u>		<u>17</u>
• Operational hours, features, and automation	<u>4</u>		<u>3.65</u>		<u>14.6</u>
• Web-based borrower services	<u>5</u>		<u>3.8</u>		<u>19</u>
• Delinquency and default activities	<u>5</u>		<u>3.4</u>		<u>17</u>
• Trouble-shooting/support offered to school	<u>5</u>		<u>2.4</u>		<u>12</u>
• PLUS pre-approval options	<u>4</u>		<u>3.85</u>		<u>15.4</u>

5 point scale with 5 as the highest/best score

*A represents the Priority Rating for each criterion

**B represents the Performance Rating for each criterion

***C is the Priority-Performance Score and is the product of A times B



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A* X B** = C***

Program Affiliations

• Affiliated with Guarantor TG	<u>5</u>	<u>4</u>	<u>20</u>
• Financial partners and roles	<u>4</u>	<u>2.85</u>	<u>11.4</u>
• Marketing partners and roles	<u>4</u>	<u>2.05</u>	<u>8.2</u>

Other Considerations

• Overall marketing approach	<u>4</u>	<u>2.4</u>	<u>9.6</u>
• Loan consolidation offering	<u>3</u>	<u>1.067</u>	<u>3.2</u>
• Alternative loan offering	<u>4</u>	<u>3.05</u>	<u>12.2</u>
• Combined servicing	<u>4</u>	<u>2.65</u>	<u>10.6</u>
• Consumer information in education finance	<u>5</u>	<u>3.12</u>	<u>15.6</u>
• Consultation, workshops, website assistance	<u>5</u>	<u>3.32</u>	<u>16.6</u>
• Loans made available to both grad and undergrad	<u>4</u>	<u>4.05</u>	<u>16.2</u>
• Compatible with NU's system	<u>5</u>	<u>2.52</u>	<u>12.6</u>
• NDN/ELM Relationship	<u>5</u>	<u>2.92</u>	<u>14.6</u>
• Options for part-time students	<u>4</u>	<u>3.15</u>	<u>12.6</u>
• Options for international students	<u>5</u>	<u>2.12</u>	<u>10.6</u>

TOTAL PRIORITY-PERFORMANCE SCORE **551.6**

Anecdotal Information: _____

5 point scale with 5 as the highest/best score
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Preferred Lender Scorecard

Lender Name: Discover

	A*	X	B**	=	C***
Lender Background					
• Name recognition, image, market position	<u>3</u>		<u>2.2</u>		<u>6.6</u>
• Institutional experience with lender	<u>5</u>		<u>1.12</u>		<u>5.6</u>
• Financial stability	<u>5</u>		<u>2.92</u>		<u>14.6</u>
• Partners and affiliates	<u>5</u>		<u>2.2</u>		<u>11</u>
• Experience with lender representatives	<u>5</u>		<u>1.12</u>		<u>5.6</u>
• Default experience	<u>5</u>		<u>1.12</u>		<u>5.6</u>
• Peer experience with lender	<u>1</u>		<u>1.6</u>		<u>1.6</u>
• Use of borrower data and privacy safeguards	<u>5</u>		<u>3</u>		<u>15</u>
Loan Programs Requirements					
• Underwriting	<u>4</u>		<u>2.75</u>		<u>11</u>
• Front end fees/benefits	<u>4</u>		<u>4.25</u>		<u>17</u>
• Application, certification, disbursement process	<u>5</u>		<u>2.52</u>		<u>12.6</u>
• Denials, refunds, and returns	<u>5</u>		<u>2.52</u>		<u>12.6</u>
• Back end benefits	<u>3</u>		<u>3.8</u>		<u>11.4</u>
• APR to borrowers	<u>5</u>		<u>3.12</u>		<u>15.6</u>
• Electronic processing	<u>5</u>		<u>3.72</u>		<u>18.6</u>
• Compatibility with institutional systems	<u>5</u>		<u>3.52</u>		<u>17.6</u>
Customer Service Requirements					
• Loans held or sold	<u>5</u>		<u>4</u>		<u>20</u>
• Loans serviced directly or contracted	<u>5</u>		<u>3</u>		<u>15</u>
• Reputation of servicer	<u>5</u>		<u>3.52</u>		<u>17.6</u>
• Quantitative customer service measurement	<u>4</u>		<u>2.4</u>		<u>9.6</u>
• Dedicated customer service reps	<u>5</u>		<u>3.6</u>		<u>18</u>
• Operational hours, features, and automation	<u>4</u>		<u>3.8</u>		<u>15.2</u>
• Web-based borrower services	<u>5</u>		<u>3.56</u>		<u>17.8</u>
• Delinquency and default activities	<u>5</u>		<u>2.96</u>		<u>14.8</u>
• Trouble-shooting/support offered to school	<u>5</u>		<u>2.36</u>		<u>11.8</u>
• PLUS pre-approval options	<u>4</u>		<u>3.45</u>		<u>13.8</u>

5 point scale with 5 as the highest/best score

*A represents the Priority Rating for each criterion

**B represents the Performance Rating for each criterion

***C is the Priority-Performance Score and is the product of A times B



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A* X B** = C***

Program Affiliations

• Affiliated with Guarantor TG	<u>5</u>	<u>3.2</u>	<u>16</u>
• Financial partners and roles	<u>4</u>	<u>3.05</u>	<u>12.2</u>
• Marketing partners and roles	<u>4</u>	<u>2.85</u>	<u>11.4</u>

Other Considerations

• Overall marketing approach	<u>4</u>	<u>2.4</u>	<u>9.6</u>
• Loan consolidation offering	<u>3</u>	<u>0.867</u>	<u>2.6</u>
• Alternative loan offering	<u>4</u>	<u>2.55</u>	<u>10.2</u>
• Combined servicing	<u>4</u>	<u>2.85</u>	<u>11.4</u>
• Consumer information in education finance	<u>5</u>	<u>1.92</u>	<u>9.6</u>
• Consultation, workshops, website assistance	<u>5</u>	<u>2.24</u>	<u>11.2</u>
• Loans made available to both grad and undergrad	<u>4</u>	<u>3.65</u>	<u>14.6</u>
• Compatible with NU's system	<u>5</u>	<u>3.32</u>	<u>16.6</u>
• NDN/ELM Relationship	<u>5</u>	<u>4</u>	<u>20</u>
• Options for part-time students	<u>4</u>	<u>2.55</u>	<u>10.2</u>
• Options for international students	<u>5</u>	<u>1.12</u>	<u>5.6</u>

TOTAL PRIORITY-PERFORMANCE SCORE **496.8**

Anecdotal Information: _____

5 point scale with 5 as the highest/best score
**A represents the Priority Rating for each criterion*
***B represents the Performance Rating for each criterion*
****C is the Priority-Performance Score and is the product of A times B*

Preferred Lender Scorecard

Lender Name: Ed America

	A*	X	B**	=	C***
Lender Background					
• Name recognition, image, market position	3		3		9
• Institutional experience with lender	5		3.6		18
• Financial stability	5		2.32		11.6
• Partners and affiliates	5		2.32		11.6
• Experience with lender representatives	5		3.8		19
• Default experience	5		3.72		18.6
• Peer experience with lender	1		3.6		3.6
• Use of borrower data and privacy safeguards	5		3.8		19
Loan Programs Requirements					
• Underwriting	4		2.15		8.6
• Front end fees/benefits	4		1.95		7.8
• Application, certification, disbursement process	5		2.52		12.6
• Denials, refunds, and returns	5		3.32		16.6
• Back end benefits	3		2.8		8.4
• APR to borrowers	5		2.92		14.6
• Electronic processing	5		3.92		19.6
• Compatibility with institutional systems	5		3.8		19
Customer Service Requirements					
• Loans held or sold	5		3.8		19
• Loans serviced directly or contracted	5		3.4		17
• Reputation of servicer	5		3.36		16.8
• Quantitative customer service measurement	4		3.9		15.6
• Dedicated customer service reps	5		3.4		17
• Operational hours, features, and automation	4		3.85		15.4
• Web-based borrower services	5		3.6		18
• Delinquency and default activities	5		3.92		19.6
• Trouble-shooting/support offered to school	5		3.12		15.6
• PLUS pre-approval options	4		4.3		17.2

5 point scale with 5 as the highest/best score

*A represents the Priority Rating for each criterion

**B represents the Performance Rating for each criterion

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A* X B** = C***

Program Affiliations

• Affiliated with Guarantor TG	<u>5</u>	<u>3.8</u>	<u>19</u>
• Financial partners and roles	<u>4</u>	<u>3.7</u>	<u>14.8</u>
• Marketing partners and roles	<u>4</u>	<u>2.45</u>	<u>9.8</u>

Other Considerations

• Overall marketing approach	<u>4</u>	<u>2.95</u>	<u>11.8</u>
• Loan consolidation offering	<u>3</u>	<u>2</u>	<u>6</u>
• Alternative loan offering	<u>4</u>	<u>2.3</u>	<u>9.2</u>
• Combined servicing	<u>4</u>	<u>2.15</u>	<u>8.6</u>
• Consumer information in education finance	<u>5</u>	<u>2.92</u>	<u>14.6</u>
• Consultation, workshops, website assistance	<u>5</u>	<u>3.44</u>	<u>17.2</u>
• Loans made available to both grad and undergrad	<u>4</u>	<u>4.05</u>	<u>16.2</u>
• Compatible with NU's system	<u>5</u>	<u>3.6</u>	<u>18</u>
• NDN/ELM Relationship	<u>5</u>	<u>3.8</u>	<u>19</u>
• Options for part-time students	<u>4</u>	<u>1.25</u>	<u>5</u>
• Options for international students	<u>5</u>	<u>0.84</u>	<u>4.2</u>

TOTAL PRIORITY-PERFORMANCE SCORE **562.2**

Anecdotal Information: _____

5 point scale with 5 as the highest/best score
**A represents the Priority Rating for each criterion*
***B represents the Performance Rating for each criterion*
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Preferred Lender Scorecard

Lender Name: Sallie Mae

	A*	X	B**	=	C***
Lender Background					
• Name recognition, image, market position	<u>3</u>		<u>3.417</u>		<u>10.25</u>
• Institutional experience with lender	<u>5</u>		<u>3.75</u>		<u>18.75</u>
• Financial stability	<u>5</u>		<u>3.15</u>		<u>15.75</u>
• Partners and affiliates	<u>5</u>		<u>2.75</u>		<u>13.75</u>
• Experience with lender representatives	<u>5</u>		<u>2.25</u>		<u>11.25</u>
• Default experience	<u>5</u>		<u>2.9</u>		<u>14.5</u>
• Peer experience with lender	<u>1</u>		<u>3.75</u>		<u>3.75</u>
• Use of borrower data and privacy safeguards	<u>5</u>		<u>3.25</u>		<u>16.25</u>
Loan Programs Requirements					
• Underwriting	<u>4</u>		<u>2.6875</u>		<u>10.75</u>
• Front end fees/benefits	<u>4</u>		<u>2.1875</u>		<u>8.75</u>
• Application, certification, disbursement process	<u>5</u>		<u>3.5</u>		<u>17.5</u>
• Denials, refunds, and returns	<u>5</u>		<u>3.75</u>		<u>18.75</u>
• Back end benefits	<u>3</u>		<u>3</u>		<u>9</u>
• APR to borrowers	<u>5</u>		<u>2.15</u>		<u>10.75</u>
• Electronic processing	<u>5</u>		<u>3.75</u>		<u>18.75</u>
• Compatibility with institutional systems	<u>5</u>		<u>3.75</u>		<u>18.75</u>
Customer Service Requirements					
• Loans held or sold	<u>5</u>		<u>2.95</u>		<u>14.75</u>
• Loans serviced directly or contracted	<u>5</u>		<u>3.5</u>		<u>17.5</u>
• Reputation of servicer	<u>5</u>		<u>3.4</u>		<u>17</u>
• Quantitative customer service measurement	<u>4</u>		<u>3.5</u>		<u>14</u>
• Dedicated customer service reps	<u>5</u>		<u>3.45</u>		<u>17.25</u>
• Operational hours, features, and automation	<u>4</u>		<u>3.75</u>		<u>15</u>
• Web-based borrower services	<u>5</u>		<u>3.75</u>		<u>18.75</u>
• Delinquency and default activities	<u>5</u>		<u>3.45</u>		<u>17.25</u>
• Trouble-shooting/support offered to school	<u>5</u>		<u>2.75</u>		<u>13.75</u>
• PLUS pre-approval options	<u>4</u>		<u>3.8125</u>		<u>15.25</u>

5 point scale with 5 as the highest/best score

*A represents the Priority Rating for each criterion

**B represents the Performance Rating for each criterion

***C is the Priority-Performance Score and is the product of A times B



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A* X B** = C***

Program Affiliations

• Affiliated with Guarantor TG	<u>5</u>	<u>3.75</u>	<u>18.75</u>
• Financial partners and roles	<u>4</u>	<u>3.125</u>	<u>12.5</u>
• Marketing partners and roles	<u>4</u>	<u>2.0625</u>	<u>8.25</u>

Other Considerations

• Overall marketing approach	<u>4</u>	<u>2.25</u>	<u>9</u>
• Loan consolidation offering	<u>3</u>	<u>1.083</u>	<u>3.25</u>
• Alternative loan offering	<u>4</u>	<u>2.5</u>	<u>10</u>
• Combined servicing	<u>4</u>	<u>2.75</u>	<u>11</u>
• Consumer information in education finance	<u>5</u>	<u>2.65</u>	<u>13.25</u>
• Consultation, workshops, website assistance	<u>5</u>	<u>3.7</u>	<u>18.5</u>
• Loans made available to both grad and undergrad	<u>4</u>	<u>3.5625</u>	<u>14.25</u>
• Compatible with NU's system	<u>5</u>	<u>3.5</u>	<u>17.5</u>
• NDN/ELM Relationship	<u>5</u>	<u>3.5</u>	<u>17.5</u>
• Options for part-time students	<u>4</u>	<u>2.6875</u>	<u>10.75</u>
• Options for international students	<u>5</u>	<u>1.4</u>	<u>7</u>

TOTAL PRIORITY-PERFORMANCE SCORE 549.25

Anecdotal Information: _____

5 point scale with 5 as the highest/best score
**A represents the Priority Rating for each criterion*
***B represents the Performance Rating for each criterion*
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Preferred Lender Scorecard

Lender Name: Wells Fargo

	A*	X	B**	=	C***
Lender Background					
• Name recognition, image, market position	<u>3</u>		<u>3.267</u>		<u>9.8</u>
• Institutional experience with lender	<u>5</u>		<u>3.72</u>		<u>18.6</u>
• Financial stability	<u>5</u>		<u>3.92</u>		<u>19.6</u>
• Partners and affiliates	<u>5</u>		<u>3</u>		<u>15</u>
• Experience with lender representatives	<u>5</u>		<u>3.52</u>		<u>17.6</u>
• Default experience	<u>5</u>		<u>3.52</u>		<u>17.6</u>
• Peer experience with lender	<u>1</u>		<u>3.4</u>		<u>3.4</u>
• Use of borrower data and privacy safeguards	<u>5</u>		<u>3.6</u>		<u>18</u>
Loan Programs Requirements					
• Underwriting	<u>4</u>		<u>2.75</u>		<u>11</u>
• Front end fees/benefits	<u>4</u>		<u>2.95</u>		<u>11.8</u>
• Application, certification, disbursement process	<u>5</u>		<u>3.92</u>		<u>19.6</u>
• Denials, refunds, and returns	<u>5</u>		<u>3.52</u>		<u>17.6</u>
• Back end benefits	<u>3</u>		<u>1.8</u>		<u>5.4</u>
• APR to borrowers	<u>5</u>		<u>2.92</u>		<u>14.6</u>
• Electronic processing	<u>5</u>		<u>4</u>		<u>20</u>
• Compatibility with institutional systems	<u>5</u>		<u>4</u>		<u>20</u>
Customer Service Requirements					
• Loans held or sold	<u>5</u>		<u>4</u>		<u>20</u>
• Loans serviced directly or contracted	<u>5</u>		<u>4</u>		<u>20</u>
• Reputation of servicer	<u>5</u>		<u>2.96</u>		<u>14.8</u>
• Quantitative customer service measurement	<u>4</u>		<u>2.8</u>		<u>11.2</u>
• Dedicated customer service reps	<u>5</u>		<u>3.8</u>		<u>19</u>
• Operational hours, features, and automation	<u>4</u>		<u>3.6</u>		<u>14.4</u>
• Web-based borrower services	<u>5</u>		<u>3.76</u>		<u>18.8</u>
• Delinquency and default activities	<u>5</u>		<u>3.6</u>		<u>18</u>
• Trouble-shooting/support offered to school	<u>5</u>		<u>3.2</u>		<u>16</u>
• PLUS pre-approval options	<u>4</u>		<u>4.05</u>		<u>16.2</u>

5 point scale with 5 as the highest/best score

*A represents the Priority Rating for each criterion

**B represents the Performance Rating for each criterion

***C is the Priority-Performance Score and is the product of A times B



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A* X B** = C***

Program Affiliations

• Affiliated with Guarantor TG	<u>5</u>	<u>4</u>	<u>20</u>
• Financial partners and roles	<u>4</u>	<u>3.25</u>	<u>13</u>
• Marketing partners and roles	<u>4</u>	<u>2.85</u>	<u>11.4</u>

Other Considerations

• Overall marketing approach	<u>4</u>	<u>3.05</u>	<u>12.2</u>
• Loan consolidation offering	<u>3</u>	<u>1.73</u>	<u>5.2</u>
• Alternative loan offering	<u>4</u>	<u>2.85</u>	<u>11.4</u>
• Combined servicing	<u>4</u>	<u>2.85</u>	<u>11.4</u>
• Consumer information in education finance	<u>5</u>	<u>3.2</u>	<u>16</u>
• Consultation, workshops, website assistance	<u>5</u>	<u>3.6</u>	<u>18</u>
• Loans made available to both grad and undergrad	<u>4</u>	<u>3.85</u>	<u>15.4</u>
• Compatible with NU's system	<u>5</u>	<u>4</u>	<u>20</u>
• NDN/ELM Relationship	<u>5</u>	<u>4</u>	<u>20</u>
• Options for part-time students	<u>4</u>	<u>2.35</u>	<u>9.4</u>
• Options for international students	<u>5</u>	<u>1.72</u>	<u>8.6</u>

TOTAL PRIORITY-PERFORMANCE SCORE 600

Anecdotal Information: _____

5 point scale with 5 as the highest/best score
**A represents the Priority Rating for each criterion*
***B represents the Performance Rating for each criterion*
****C is the Priority-Performance Score and is the product of A times B*