



PRESS RELEASE

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Syphr Partners with Datatrac to Enhance RateMatch™ Services

Ferndale, NY – May 20, 2009 – Syphr, LLC, a results-driven marketing CUSO, has partnered with the nation’s largest interest rate database, Datatrac to enhance the robust features of its online RateMatch™ lead generation tool. With Datatrac being the nation's largest and most comprehensive database of competitive rate information, it will help complement Syphr’s RateMatch rate and payment analytic – enabling it to provide a more comprehensive comparative analysis to prospects and members.

According to Ken Wanek, CEO and founder of Datatrac, this partnership will help both sides of the banking equation: Financial institutions capture a larger share of wallet while consumers save on their lending costs – a double win. “We we’re excited that our data could enhance the RateMatch product offering,” Wanek says.

The partnership calls for Datatrac to monitor loan data on thousands of financial institutions nationwide, providing a real-time feed of local loan information that the RateMatch solution uses as a benchmark.

“We enjoy helping our partners succeed,” Wanek says. “By doing so, we seek to expand the value of our offering and grow the relationship with our partner.”

“Simply put, the relationship takes our rate and payment analytic to the next level,” states Chris Langley, president of Syphr. “Our goal is to provide a lead/loan generation offering in the financial services space that is second-to-none in terms of value of the competitive information provided to clients and quality of the prospect.”

Syphr develops solutions that give credit unions an opportunity to reach prospective members through effective web-based channels. RateMatch, for example, is a



performance-based advertising solution that utilizes the cost-per-acquisition model of Internet advertising. This solution offers credit unions a low-risk, high-reward advertising distribution system for generating qualified sales leads and new member prospects via online credit report outlets.

About Datatrac

Since 1988, Datatrac has monitored and analyzed interest rate trends on deposit and lending products for the banking and credit union industry. With over 20,000 institutions currently monitored and over 35 million rates, fees and specials updated annually, Datatrac's team of software engineers and market research specialists maintain the largest, most comprehensive interest rate database in the industry. For more information, visit www.datatrac.net.

About Syphr, LLC

Syphr, LLC, is a technology and marketing CUSO that develops solutions for credit unions to provide them with the opportunity to reach prospective members via web-based channels. Working with Fiserv's Galaxy, Syphr developed CreditMine[®], CreditMart[™], iSwitchKit, and Member Relationship Plus solutions. Syphr's own RateMatch[™] uses patent-pending technology to match participating credit unions with thousands of credit report purchasers per month. RateMatch compares the loans on these reports with those of participating credit unions, shows the consumer how they can save money, then sends the consumer's information to the participating credit union or bank. For more information, visit www.massxvelocity.com.

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