



PRESS RELEASE

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Syphr Launches RateMatch™ at Upcoming Finovate '09 Conference

Ferndale, NY – April 8, 2009 – Syphr, LLC, a results-driven marketing CUSO, announced today that it will officially launch its online RateMatch™ lead generation tool (via credit report outlets) to nearly 300 executives, entrepreneurs, and industry experts at the upcoming FinovateStartup09 conference in San Francisco, Calif., April 28, 2009. Syphr will be among nearly 60 other companies at the show in a new format that mixes the fast-paced demos with networking sessions featuring the largest group of financial technology startups ever assembled in one place.

“We are extremely honored to be attending this show, launching RateMatch in front of so many influential financial technology individuals,” states Chris Langley, president of Syphr. “It really validates that we are on the right track with RateMatch and its immense potential for the financial services industry to generate leads through major credit report outlets. We look forward to showing the hundreds of financial industry attendees this great online service and where we’re going with it.”

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 FinovateStartup

FinovateStartup is a spin-off of our flagship NYC-based Finovate conference, the first demo-focused conference in financial technology. FinovateStartup is the only event exclusively designed to showcase the innovative work of financial technology startups. Both Finovate events are organized by Online Financial Innovations, a boutique banking



technology research firm based in Seattle Washington. Founded in 1995, OFI is best known for its research publication Online Banking Report and its popular blog NetBanker.com.

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.massvelocity.com.

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