



PRESS RELEASE

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Syphr Beta Tests its New RateMatch™ Lead Generation Tool

Ferndale, NY – February 12, 2009 – Syphr, LLC, a results-driven marketing CUSO, announced today that it is beta testing a lead-generation product for credit unions that leverages the company's patent-pending rate discovery technology on websites that sell credit reports to consumers. The product, RateMatch™, sources potential loan and new member prospects among 175,000 consumers that purchase a credit report each month. RateMatch™ then links consumers with a participating credit union following the purchase of a credit report.

"RateMatch offers credit unions a strategic advantage by placing them squarely in the first-mover position on sites that sell credit reports to consumers," states Chris Langley, president of Syphr. "RateMatch provides credit unions with an exclusive opportunity to engage motivated – and previously untapped – borrowers early in the buy cycle and, by capitalizing on critical knowledge of the buy cycle, allow them to convert prospects into new members."

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

Langley anticipates an official RateMatch launch in April 2009. Syphr's lead generation tool currently has eight credit union beta testers – and is always looking for more. For information or to become a beta tester, call 845-258-0403.

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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