



PRESS RELEASE

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Syphr Demos RateMatch™ at Technology Research Consortium

Ferndale, NY – May 12, 2009 – Syphr, LLC, a results-driven marketing CUSO, announced today that it will demonstrate its online RateMatch™ lead generation tool at the upcoming CUTech Technology Research Consortium (TRC) in Chicago, Ill. on May 21, 2009. Syphr will present RateMatch to 30-40 credit union executives. Syphr gets an audience with credit union innovators and collaboration on RateMatch along with plenty of feedback. The credit unions get the opportunity to become early adopters of Syphr's online lead generation tool.

CUTech's TRC is a research service offered by CUTech exclusively for credit unions. For more than a decade, CUTech has worked with credit unions to bring focus to emerging technologies with the most innovative tools and the best of breed solutions. Some of the nation's most progressive credit unions have leveraged CUTech's industry knowledge, technological vision, and strategic insights to help them gain an advantage.

"Our goal is to help the TRC credit unions achieve and maintain market leadership and improve operational efficiency while enhancing the member experience," says Girish Shah, CEO of CUTech. "The TRC brings credit unions together and helps them better utilize their resources and streamline business processes to increase competitive advantage in today's market."

"We are honored to have this opportunity to speak in front of these credit unions, showing them how to enhance their lead generation efforts through RateMatch," states Chris Langley, president of Syphr. "It's imperative – now more than ever – that credit unions increase these efforts to continue their growth and gain market share. Today is their chance. And our hope is that RateMatch can help them tremendously in meeting that goal."



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 CUTech's Technology Research Consortium

CUTech takes "Research to Reality" by providing technology research and consulting to the Credit Union industry. Through the Technology Research Consortium (TRC) credit unions gain insight into new and emerging technologies and trends. Additionally, the TRC economies of scale enable participating credit union to obtain group discounted rates on products and services. The majority of the TRC credit unions have been participating in the TRC since its inception in 1998. For more information, visit <https://www.cutech.com/trc.php>.

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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