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ANDERA ANNOUNCES FREE WEBINAR: “ONLINE ACCOUNT OPENING – THE NEW IMPERATIVE”

PROVIDENCE, RI – September 26, 2008 – Andera, the #1 provider of online customer acquisition technologies for retail financial institutions, will be hosting a free Webinar titled “Online Account Opening – The New Imperative,” scheduled for October 7 at 2pm ET.

Andera’s online account opening solution is a user-friendly application that automates the deposit account opening and funding process, allowing credit union members to enroll online, with real-time integration to many core processing systems. The solution is scaled for credit unions of all sizes, and is currently used by over 230 financial institutions nationwide.

The Webinar will present an analysis of the growing consumer demand for opening financial accounts online in relation to today’s economic conditions. The presentation will also offer an in-depth discovery of the technology credit unions need to satisfy financial consumers’ needs and benefit from the current economic environment.

During this one hour event Kevin Conway, Andera’s Vice President of Business Development, will demonstrate how credit unions can benefit by:

- Learning how to acquire new members at their website by enabling automated account opening and funding of new accounts
- Utilizing the solution in the branch and call center, in addition to the website, to standardize acceptance criteria and cross selling across all channels
- Hearing the depth of customization available to the credit union when building the membership enrollment application with real-time integration to leading credit union core systems
- Finding out how to acquire more profitable members, while lowering the cost of acquisition and enrollment, and increasing the usage of Internet banking services
- Increasing loan-to-share and cross selling ratios

Registration for the Webinar is available at www.andera.com/webinar

About Andera

Andera is the #1 provider of online customer acquisition technologies for retail financial institutions. Dedicated to helping banks and credit unions use the Web as a tool for sales and growth, Andera offers a suite of integrated products and services for automated online account opening, funding, and cross-selling. Andera is headquartered in Providence, R.I. and can be found on the Internet at www.andera.com.