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## **UMPQUA BANK LAUNCHES ONLINE ACCOUNT OPENING POWERED BY ANDERA**

PROVIDENCE, RI – **October 23 2008** – Andera, the #1 provider of online account opening and funding solutions to the financial services industry, today announced that Umpqua Bank, an Oregon-based community bank recognized for its entrepreneurial approach, innovative use of technology and distinctive technology solutions, has completed their implementation of Andera and has launched its online account opening and funding solution via their Website, [www.umpquabank.com](http://www.umpquabank.com).

Known as one of the nation's most innovative banks, Umpqua Bank has lead the industry in leveraging new technologies to enhance customer service and provide customers with a truly unique, integrated, and positive banking experience. Andera's online solution streamlines the entire account opening process – from capturing electronic signatures to real-time integration with Umpqua Bank's Core System – allowing Umpqua Bank to offer the highest levels of service that their customers have come to expect.

"We chose Andera because they are a pioneer in the online account opening market and their solution offers all of the conveniences we demand for our customers and our Bank's technology initiatives," said Dan Sullivan, EVP of Technology Advancement at Umpqua Bank. "Opening an account is one of the first experiences a customer has with a bank and we wanted that experience to be as positive, simple and streamlined as possible. Andera's solution makes that possible".

Available to all new and existing customers through Umpqua Bank's Website, the online account opening process, powered by Andera, fully integrates all of the processes associated with opening and funding an account. End-to-end, the process takes customer approximately 10 minutes and can be completed at the customer's convenience, 24/7.

"We are thrilled that Umpqua Bank chose our solution," said Charlie Kroll, CEO at Andera. "They have a long-standing tradition of being a technology pioneer and innovator and take customer service to the highest levels. It's a spirit and philosophy that all of us at Andera embrace and knowing that they chose our company and our solution helps validate both or our company's efforts to constantly strive for innovation and leadership in technology and service."

### **About Umpqua**

Umpqua Bank is a subsidiary of Umpqua Holdings Corporation (NASDAQ: UMPQ) and has 148 locations between Napa, Calif. and Bellevue, Wash., along the Oregon and Northern California Coast and in both Central California and Central Oregon. Umpqua Bank has been recognized for its innovative customer experience and banking strategy by national publications including the Wall Street Journal, New York Times, BusinessWeek, Fast Company and CNBC.

The company, recognized for the second year in a row, ranked 13th on Fortune Magazine's 2008 list of the country's "100 Best Companies To Work For." Umpqua Holdings also owns retail brokerage subsidiary Strand, Atkinson, Williams & York Inc., which has locations in Umpqua Bank stores and in dedicated offices throughout Oregon and Southwest Washington. Umpqua Bank's Private Client Services Division provides tailored financial services and products to individual customers. Umpqua Holdings Corporation is headquartered in Portland, Ore. For more information, visit <http://www.umpquabank.com/>.

**About Andera**

Andera is #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](http://www.andera.com).