

Contacts: Jennifer Jensen Kroll Alex Wallace
Andera, Inc. MoneyAisle/NeoSaej
jkroll@andera.com mediarelations@neoSaej.com
401.621.7900 x.2132 781.487.4679

MoneyAisle Partners With Andera To Integrate Online Account Opening

PROVIDENCE, RI and BURLINGTON, MA – October 21, 2008 – [MoneyAisle](#), the first and only Web site where banks competitively bid for customers through live secure auctions, and Andera, the #1 provider of online account opening and funding solutions, today announced they have partnered to offer a seamless solution for financial institutions looking to grow their core deposit base.

Using MoneyAisle's patent-pending technology, banks actively compete for each customer's business in a live auction. As featured in the *New York Times*, CNBC, Fast Company TV, and other national media, the results are virtually instantaneous, offering users the best possible rate available among over 100 financial institutions.

With the addition of Andera's technology, MoneyAisle users will now be able to seamlessly open and fund their new account with the winning financial institution, online and in real-time. This seamless platform was jointly developed with Andera, leveraging both companies' market-leading technology and experience.

"We are very excited to integrate online account opening into MoneyAisle's services," said Mukesh Chatter, President & CEO of NeoSaej, parent company of MoneyAisle. "With a growing community of people around the country using MoneyAisle to find great rates on their investments, allowing those users to seamlessly open and fund their winning accounts provides enormous value to both our users and the banks in our network. Our integration with Andera makes the whole process simple."

"MoneyAisle is a pioneer in the next generation of online financial services," said Charlie Kroll, CEO of Andera. "Their revolutionary approach to competitive bidding by banks is changing the way consumers shop for rates. By integrating Andera's online account opening technology so seamlessly into MoneyAisle's auction platform, banks now have easy access to a truly comprehensive platform for acquiring core deposits."

About MoneyAisle

[MoneyAisle](#) is the next-generation e-commerce auction marketplace that provides consumers with great [high-yield savings](#) and [CD rates](#) while helping banks efficiently attract new customers. MoneyAisle's methodology is simple: banks competitively bid for every customer in live auctions. neoSaej's patent-pending MoneyAisle technology creates a safe platform for consumers to secure great deals on financial services and products. Unlike other online auction marketplaces, MoneyAisle lifts the buyer's burden by providing free on-demand live auctions which consumers can watch unfold in real time. All participating banks are Members FDIC.

About neoSaej, Corp.

[neoSaej](#) is a leading developer of online auction marketplaces focused on utilizing the advantages of the Web to empower consumers. MoneyAisle, neoSaej's first marketplace, provides consumers with great rates on CDs and high-yield savings accounts.

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.andra.com.