

204 Westminster Street
Second Floor
Providence, RI 02903

Phone: 401.621.7900
Toll Free: 888.356.1100
Fax: 401.751.4534

www.andra.com

Contact: Jennifer Jensen Kroll
Andera, Inc.
jkroll@andra.com

MERCANTILE BANK OF MICHIGAN LAUNCHES ANDERA'S ENTERPRISE EDITION FOR AUTOMATED ACCOUNT ACQUISITION

PROVIDENCE, RI – **June 15, 2010** – Andera, the leading provider of online account opening and funding solutions to the financial services industry, today announced that Mercantile Bank of Michigan, a full-service bank known for its quality service and dedication to offering clients innovative, simple, and seamless banking solutions, has completed their implementation of Andera's Enterprise Edition and has launched the online account opening and funding solution via their Website, www.mercbank.com.

Prior to selecting Andera, Mercantile Bank of Michigan had an initiative to streamline their account opening processes for prospective and existing customers online. The solution needed to provide customers a simple and convenient way to open and fund new accounts online. The criteria they established in choosing a solution was that it must be comprehensive yet easy-to-use, with integration to their Fiserv host system, while still providing an attractive return on investment, and meeting an aggressive launch date. Upon conducting a full review of account opening vendors, Andera was the obvious choice.

"We selected Andera because it was clear that their solution offered us the features and functionality we needed to provide new and existing customers a user-friendly platform to open accounts when and where it was most convenient for them," said Kyle Kunnen, VP-Operations Manager at Mercantile Bank of Michigan. "We were also gearing up to launch a significant marketing campaign around our addition of person to person payments via our mobile channel (powered by PayPal) and an easy to use personal finance tool, FinanceWorks a Quicken product, so we had to meet an aggressive launch date. After talking with references and considering their reputation in the industry, we were confident that Andera could deliver – and they did."

Mercantile Bank of Michigan completed their implementation of Andera's Enterprise Edition in just 70 days. With real-time integration to Fiserv Premier's host system, and the support of a comprehensive marketing campaign, Mercantile Bank of Michigan is expecting to increase their customer base by 75% by the end of 2010 and by 50% in 2011.

"We are thrilled to be working with a bank as progressive and innovative as Mercantile," said Charlie Kroll, CEO of Andera. "They are constantly looking for ways to better serve their customers, and simplifying the account opening and funding process is another great example of advancing that vision."

About Mercantile Bank of Michigan

Mercantile Bank Corporation is the bank holding company for Mercantile Bank of Michigan. Headquartered in Grand Rapids, the Bank provides a wide variety of banking services through its full-service banking offices in greater Grand Rapids, Holland and Lansing. Mercantile Bank Corporation's common stock is listed on the NASDAQ Global Select Market under the symbol "MBWM."

About Andera

Andera is the leading provider of online customer acquisition solutions 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.