

## **ANDERA TO Grow Headcount By 40%** **24 Positions Open in Providence Headquarters**

**PROVIDENCE, RI, Wednesday, December 1, 2010** – Andera, the leading provider of online customer acquisition solutions to financial institutions, announces today that it has more than 20 open positions across its sales, marketing, client services, and product development teams. Andera, whose customer base now includes over 450 financial institutions ranging from community credit unions to top ten banks, recently closed a \$9 million investment led by Edison Ventures in September to support its rapid growth.

“Our business is thriving, even in this tough economic environment,” said Charlie Kroll, CEO of Andera. “More than ever, financial institutions have to acquire new customers and balances, and the online channel is an increasingly important engine for that growth, especially in this market. The Andera team is currently 60 strong and we need more great engineers, project managers, marketers, and salespeople to expand our product line, customer base, and business relationships.”

Many of Andera’s employees make the commute from Boston and surrounding areas into Providence because the work is rewarding, the benefits -- like a matching 401K -- are great and the commute is easier than working in Boston.


“I’ve worked for Andera for 3.5 years and commute from Boston, MA to Providence,” said Ted Brown, Account Executive at Andera. “The 35-minute commute to Providence from Back Bay Station is painless on the Amtrak train. I know several people in the tech community, under 30, who live in Boston but take the train with me everyday to Providence because the commute is so easy.”

“I’ve been with the company for 8.5 years and I drive from Hopedale, Massachusetts, on the edge of Worcester County everyday. It takes me about 60 minutes to get to work and 45 minutes to get home. A commute into Boston from where I live can take up to 2 hours, so I don’t mind my trip into Providence one bit!” said Craig Wilke, Vice President of Products at Andera.

Andera has won numerous awards this year including the “Best in Class” designation for customer acquisition solutions by Javelin Strategy & Research, Inc. Magazine’s “2010 Fastest Growing Companies,” and Providence Business News (PBN) “2010 Innovation of the Year Award.”

### **About Andera**

Andera is the leader in integrated online customer acquisition solutions for retail financial institutions. Dedicated to helping banks and credit unions use the Web to drive growth, its suite of products and



services includes solutions for marketing, customer acquisition, account opening, funding and cross-selling. Andera is headquartered in Providence, RI. To learn more about Andera, the latest job openings, and benefits information, please go to [www.andera.com](http://www.andera.com).

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