



PRESS RELEASE

Contact:
Mike Lawson
DML Communications
760/753-5943
mike@dmlcommunications.com

Syphr Partners with LSI to Help Convert More Leads into Loans

Ferndale, NY – June 11, 2009 – Syphr, LLC, a results-driven marketing CUSO, has partnered with Lending Solutions Incorporated (LSI), a leading provider of lending center services and consulting programs for financial institutions nationwide. The new LSI partnership provides Syphr clients with 24/7 lead/loan conversion – which will convert more RateMatch® leads into funded loans.

RateMatch is a performance-based advertising solution that utilizes the cost-per-acquisition model of Internet advertising. This solution offers credit unions a low-risk, high-reward advertising distribution system for generating qualified sales leads and new member prospects via online credit report outlets.

“Timing is critical when attempting to secure these loan opportunities; these are event-based transactions and should be treated with a sense of urgency.” states Rick Bonitzer, Manager of Corporate Development for LSI. This partnership will ultimately help financial institutions not only capture leads from RateMatch, but convert more of them into funded loans.

“Lending Solutions is committed to helping our credit union and bank clients succeed in the financial services marketplace and we recognize that the Syphr RateMatch product is on the right track to doing just that,” Bonitzer says, adding that financial institutions utilizing RateMatch with LSI’s call center program will receive significantly more value in fully-decisioned loan applications versus “leads.”



"With RateMatch, clients are able to identify great prospects early in the buy cycle," says Chris Langley, President of Syphr, LLC. "With LSI, now those same clients can maintain ongoing communication with these potential prospects throughout the buy-cycle on a 24/7 basis."

About Lending Solutions, Inc.

Lending Solutions Inc. (LSI) has been a provider of lending center services and consulting programs for financial institutions across North America since 1994. The company's highly trained, professional staff provides 24 hour lending and member service to approximately 300 of North America's premier credit unions, banks and mortgage companies. For further information on Lending Solutions, please visit www.lendingsolutions.com.

About Syphr, LLC

Syphr, LLC, is a technology and marketing CUSO that develops solutions for credit unions to provide them with the opportunity to reach prospective members via web-based channels. Working with Fiserv's Galaxy, Syphr developed CreditMine[®], CreditMart[™], iSwitchKit, and Member Relationship Plus solutions. Syphr's own RateMatch[™] uses patent-pending technology to match participating credit unions with thousands of credit report purchasers per month. RateMatch compares the loans on these reports with those of participating credit unions, shows the consumer how they can save money, then sends the consumer's information to the participating credit union or bank. For more information, visit www.massxvelocity.com.

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