



## ClairMail to Power Mobile Banking for Alerus Financial

*Midwestern-based financial institution to use ClairMail's full suite of 2-way mobile banking services*



**NOVATO, Calif., August 19, 2008** — ClairMail, Inc., the leader in 2-way mobile phone-based customer interaction, today announced that Alerus Financial, a Midwestern-based financial services company offering banking and wealth management services, selected ClairMail to power its new mobile banking offering – Alerus Mobile Access.

Alerus Mobile Access will enable Alerus Financial bank customers to connect to their accounts via text messaging (SMS) or mobile web. The service is free to all Alerus customers and allows users to access any Alerus account, including checking, savings, money market, CDs and loans. Customers will be offered a host of secure banking capabilities and alerts on their mobile phones through ClairMail's secure solution.

ClairMail is the first and only mobile banking and payments solution that delivers 2-way mobile banking functionality on all mobile phones and across all three mobile user interface types – messaging, mobile web and client applications – known as the “2-way triple play.” On one platform with a single implementation, the ClairMail System seamlessly and securely integrates with a bank's systems of record and provides bank customers with a comprehensive suite of 2-way mobile banking and payment services.

The ClairMail System's modular design and complete 2-way mobile banking services will enable Alerus Financial customers to access account information and conduct transactions by leveraging any mobile phone's existing messaging software and mobile web capabilities – regardless of the device's manufacturer, model, operating system or wireless carrier.

The ClairMail System also features a powerful Event Engine which can process hundreds of thousands of transactions every minute from Alerus Financial's back-end systems and enable customer-defined 2-way actionable alerts. The ClairMail Event Engine offers a broad set of alerts that Alerus Financial customers can opt-in to receive, including alerts when balances get low, a check clears, a withdrawal exceeds a customer-defined dollar amount, a statement is available and confirmations for deposits or withdrawals. The ClairMail Event Engine empowers Alerus Financial to provide these time-sensitive, 2-way alerts which their customers can respond to with a simple text message in order to easily and securely resolve issues and manage all aspects of their personal finances from their mobile phone.

“We understand our customers' needs for immediate, accurate, and secure information about their finances and Alerus' mission has always been to serve in our customers' best interests,” said Randy Newman, President and CEO of Alerus Financial. “That is why we empower our customers with complete and intuitive 2-way mobile banking and payments on any mobile phone using ClairMail's comprehensive and secure platform for mobile banking transactions.”

Alerus Financial provides banking and wealth management services to customers across the United States. With offices in North Dakota and Minnesota, this independent and locally owned multibillion-dollar financial services company is one of the largest and oldest independent financial services organizations in the upper Midwest.

“ClairMail is pleased to team with Alerus Financial to quickly and easily provide our industry-leading suite of secure, convenient and on-demand 2-way mobile banking services to all of their customers,” said Joseph Salesky, CEO of ClairMail. “2-way mobile banking is the key driver for providing value to customers and accelerating adoption.”

ClairMail was recently recognized as a leader in the mobile banking and payments industry by TowerGroup, a financial services research firm. ClairMail was positioned as having the highest strategic extensibility of any vendor and one of the best market execution ratings given its recently announced partnerships with Fidelity National Information Services and WAUSAU and agreements reached with major bank customers in the United States.

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**About ClairMail**

ClairMail optimizes any mobile phone for 2-way customer interaction. Only the ClairMail System offers mobile banking and payments applications that utilize any phone's existing messaging and mobile web software and extend the capabilities of third-party client applications. On one platform with a single implementation, ClairMail empowers financial institutions to provide their customers with easy and immediate 2-way access to secure information, account management, no-hold customer service and Actionable Alerts™. Unlike other proprietary and inflexible point solutions, the ClairMail System is a turnkey, standards-based offering that seamlessly and securely integrates with existing systems, delivers the fastest time to value and provides an alternative to more costly channels like call centers and IVR. Founded in 2004, ClairMail is headquartered in Novato, Calif. The company is privately held and funded by Norwest Venture Partners, Outlook Ventures and JAFCO Ventures. For more information call (415) 884-7270 or visit [www.clairmail.com](http://www.clairmail.com).

**About Alerus Financial**

Alerus Financial provides local, personal and accessible banking to customers in the North Dakota Red River Valley. The independent and locally owned financial services company lists total bank assets of \$700 million, with another \$7 billion in trust assets under management and \$325 million in brokerage assets. It is one of the largest and oldest independent financial services organizations in the upper Midwest. For more information, visit [alerusfinancial.com](http://alerusfinancial.com) or call (800) 279-3200.

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