



## ClairMail Powers Mobile Banking for State Bank & Trust

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



**NOVATO, Calif., January 14, 2009** — ClairMail, Inc., the leader in 2-way mobile banking and payment solutions that enable complete control over finances from any mobile phone, today announced that State Bank & Trust has selected ClairMail to power its new mobile banking offering – goSBT Txt Banking.

goSBT Txt Banking will enable State Bank & Trust customers to connect to their accounts via text messaging (SMS). The service is free to all State Bank & Trust checking customers and allows users to access any State Bank & Trust 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 State Bank & Trust 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 incorporates a powerful Event Engine which can process millions of mobile banking transactions from a bank's back-end systems and enable customer-defined 2-way actionable alerts. The ClairMail Event Engine offers a broad set of alerts that will be available to State Bank & Trust customers in the near future, 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. State Bank & Trust customers will be able to respond to these time-sensitive, 2-way alerts 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 are committed to providing unequalled personal service to each and every customer, and goSBT Txt Banking meets our customers' needs for immediate, easy to use and secure 2-way mobile access to their finances" said Richard Solberg, President and CEO of State Bank & Trust. "We evaluated our mobile banking options, and concluded that ClairMail's comprehensive and secure platform for 2-way mobile banking provided the best value for our customers."

State Bank & Trust, with assets over \$1.9 billion, is the largest privately owned bank in North Dakota, South Dakota and Minnesota. From the start, State Bank & Trust has kept its commitment to remaining an independent, locally owned, regional bank.

"ClairMail is honored to partner with State Bank & Trust to quickly and easily provide our industry-leading suite of secure, convenient and on-demand 2-way mobile banking services to their customers," said David Thompson, vice president of marketing of ClairMail. "2-way mobile banking is the key driver for banks to generate strong customer adoption and usage."

The ClairMail System is seeing tremendous adoption and continued growth, with over 12 mobile banking transactions conducted every month per consumer. This is more than three times greater than the monthly transactions per consumer found in published reports from other mobile banking solutions. Moreover, ClairMail customers have seen upwards of 25 percent adoption by online banking consumers, shattering industry averages which are less than 3 percent.

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**About ClairMail**

ClairMail is the only comprehensive 2-way mobile solution for banking, payments and card services. Deployed either on-premise or as a managed service, ClairMail optimizes any mobile phone for 2-way customer interaction. Only the ClairMail 2-way System offers mobile banking, payments and card 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 generate and deliver 2-way Actionable Alerts to their customers and provide easy and immediate account management, secure transactions and no-hold customer service. Unlike other 1-way, proprietary and inflexible point solutions which lack the application intelligence to generate 2-way alerts, the ClairMail 2-way System is a turnkey, standards-based 2-way 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 State Bank & Trust**

Headquartered in Fargo, North Dakota, State Bank & Trust was chartered in 1966. State Bank & Trust has 14 full-service bank locations in Fargo, West Fargo and Wahpeton, North Dakota, and Moorhead, Audubon, Detroit Lakes, Pelican Rapids, Fergus Falls and Alexandria, Minnesota. State Bank & Trust also has a trust office in Bismarck and a mortgage office in Sioux Falls, South Dakota. Healthcare Bank, a division of State Bank & Trust, is realizing significant growth as a provider of health savings accounts.

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