



ClairMail Powers Mobile Banking for Veridian Credit Union

Iowa-Based Financial Institution Embraces ClairMail's Full Suite of Proactive Mobile Banking Services



NOVATO, Calif., August 13, 2009 — ClairMail, Inc., the leader in proactive mobile banking and payment solutions, today announced that Veridian Credit Union has selected ClairMail to power its new mobile banking offering.

The ClairMail mobile banking solution will enable Veridian Credit Union members to access their accounts via multiple modes on a single device, empowering them with greater control over their personal finances. Members can perform a variety of activities including check account balances, transfer funds and view transaction history. They can also sign up to receive personalized text alerts and define their preferences for alert triggers (low-balance thresholds or event occurrences that activate alerts) and frequency.

“ClairMail’s solution not only provides our members with the most advanced mobile banking functionality today, but is built on an innovative platform that will enable Veridian to adopt new technology that is shaping the mobile channel in the future,” said Brett Engstrom, web services manager for Veridian. “The company’s unique multi-level alerting functionality will allow our members to instantly receive critical, account-specific alerts and respond to alerts directly from their mobile phones in order to immediately resolve issues.”

ClairMail’s mobile banking solution will enable Veridian members to access account information and conduct transactions using virtually any mobile device – regardless of manufacturer, model, operating system or wireless carrier.

“Our partnership with Veridian builds on the tremendous success we have experienced in the retail banking industry and further extends our footprint in the credit union market,” said ClairMail CEO Pete Daffern. “Banks and credit unions of all sizes recognize the benefits of leveraging the mobile channel as a new way to touch and retain customers, drive measurable cost savings, and create new revenue streams through cross-selling opportunities.”

About Veridian Credit Union

Veridian Credit Union, founded in 1934 in Waterloo, Iowa, is a not-for-profit financial cooperative owned by its members. The credit union offers a full range of consumer financial services and employs more than 500 Iowans throughout 24 branches. For more information, visit www.veridiancu.org or call (800) 235-3228.

About ClairMail

ClairMail is the leading provider of proactive mobile solutions for banking, payment and card services, driving new levels of customer trust and loyalty, facilitating cross-sell and enabling near term, measurable cost savings. Financial institutions of all sizes can now take command of customer interactions through the use of actionable alerts, workflows and personalized touch across multiple mobile channels, all via a single integrated platform. ClairMail maximizes mobile adoption, leverage and ROI through its unified, simple approach to mobile banking – regardless of the mix of mobile devices, carriers or back-end financial systems. Founded in 2004, ClairMail is headquartered in Novato, Calif. For more information call (415) 884-7270 or visit www.clairmail.com.

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