

Bank of the West Selects Clairmail as Strategic Partner to Power Mobile Banking Services

Bank Embraces Clairmail's Industry Leading Mobile Banking Platform



SAN RAFAEL, Calif., August 24, 2010 — Clairmail, Inc., the leader in mobile banking and payment solutions, today announced that Bank of the West, one of the largest banks in the United States, has selected Clairmail to power its new mobile banking service. After conducting an extensive vendor review, San Francisco-based Bank of the West chose Clairmail because of its deep industry expertise, innovative approach and best-of-breed mobile banking platform that will enable the Bank to strategically grow its mobile initiative. Clairmail provides a robust and scalable mobile platform that will give Bank of the West the flexibility to connect to multiple financial systems and future-proof their mobile powered offerings.

"Bank of the West is known for outstanding customer service, so naturally we want to extend that to our new mobile banking service. Mobile banking is poised to reshape the financial services industry so selecting the right solution is paramount to achieving our strategic mobile banking goal of delivering a new caliber of personalized service to our customers," said Phillip Rogers, Head of Mobile Banking at Bank of the West. "After evaluating what was available in the market, we chose Clairmail over less robust solutions because we wanted to leverage the power of Clairmail to adapt to the individual needs of our customers."

The Clairmail mobile banking solution will enable Bank of the West customers to access their accounts via mobile web, SMS, and a client application on virtually any mobile device including the iPhone, empowering them with greater control over their personal finances. Customers can perform a variety of activities including checking account balances, performing transfers, and viewing transaction history. They can also sign up to receive personalized alerts over SMS and define their preferences for alert triggers (low-balance thresholds or event occurrences that activate alerts) and frequency.

"Our agreement with Bank of the West continues the significant momentum we have experienced working with the top 20 U.S. banks and further extends our market share lead in this important retail banking segment," said Clairmail CEO Pete Daffern. "The large banks are quick to realize that mobile is much more than a check-the-box solution, and are turning to Clairmail as a trusted partner to help improve customer acquisition and retention, reduce costs and drive new revenue opportunities."

About Bank of the West

Based in San Francisco, \$61 billion-asset Bank of the West (www.bankofthewest.com) offers a full range of business, corporate, personal, trust and international banking services. The Bank operates more than 700 branch locations and commercial banking offices in 19 Western and Midwestern states including 11 in the greater Sacramento area. Bank of the West's holding company, BancWest Corporation, is a subsidiary of BNP Paribas, which according to Standard & Poor's is among the six strongest banks in the world.

About Clairmail

Clairmail is the leading provider of mobile solutions for banking, payment and card services. Clairmail provides a technology platform designed to help financial institutions realize the strategic potential of mobile banking, driving new levels of customer trust and loyalty, facilitating cross-sell opportunities and enabling near term, measurable cost savings. Financial institutions of all sizes now have an opportunity to reach 100% of their customer base and proactively deliver personalized content through multi-level alerting and triple-play convergence capabilities via a central customer interface. Clairmail's platform also offers multi-channel enrollment options to maximize mobile adoption and ROI, regardless of mobile device, carrier or back-end financial system. Founded in 2004, Clairmail is headquartered in San Rafael, Calif. For more information call (415) 884-7270 or www.clairmail.com.

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