



PRESS RELEASE

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Syphr Displays RateMatch™ at Upcoming Akcelerant/SWBC Show

Ferndale, NY – May 21, 2009 – Syphr, LLC, a results-driven technology and marketing CUSO, will conduct an educational seminar entitled, "Leveraging Credit Score Technology" at Akcelerant and SWBC's Customer Educational Conference (www.akcelerant.com/2009CustomerEdcon) in San Antonio, Texas, June 1-4, 2009. Syphr will be one of nearly a dozen presenters at the conference providing its expertise on how to capture more business for less with its online lead generation tool via credit report outlets, RateMatch™.

"This show will be quite a groundbreaker, as it's designed to help financial institutions navigate through today's uncharted economic waters," explains Lauren Keller, director of marketing for Akcelerant Software. "The speakers we have lined up will provide smart, practical information that everybody will be able to take back and use to their benefit. Syphr will be no different, showing attendees how to enhance their growth through its innovative RateMatch online lead generation service. We certainly look forward to it."

Chris Langley, President, and Tim Brothers, Chief Operating Officer, of Syphr will both conduct the "Leveraging Credit Score Technology" seminar and also display RateMatch during vendor exhibit hours.

"Even in a time of uncertainty and contraction, smart credit unions and banks can find opportunity and growth," states Chris Langley, president of Syphr. "One avenue lies in the invaluable assets you already have: your current customers and their credit data. We will explain and demonstrate how to capture more business for less, despite today's current economic constraints."



Syphr develops solutions that give credit unions an opportunity to reach prospective members through effective web-based channels. RateMatch, for example, 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.

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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