

**FOR IMMEDIATE RELEASE**

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**AKCELERANT LAUNCHES NEW CAMPAIGN BRANDING***“GET CONNECTED”*

MALVERN, PENNSYLVANIA – January 27, 2010 – Akcelerant announces the launch of a new campaign that urges the industry to “Get connected”. With immediate updates being made to Akcelerant’s website and overall marketing strategy, the industry will be seeing elements of this campaign throughout 2010.



This campaign puts a new spin on the standard Akcelerant look and feel. The design is simple but delivers an important message about the value of Akcelerant’s connected technology. Akcelerant is emerging as a leader and “connected” software innovator for the financial services marketplace. The origin of “Get connected” can be found in Akcelerant’s unique ability to connect key business services with innovative software.

The Akcelerant Framework is most widely known for its presence as the clear leader in providing collection software to the credit union industry; however, in 2009, the Akcelerant Framework began gaining market share in the community bank arena, as well as entered the loan origination software space.

“We believe the software industry is changing. Akcelerant is a pioneer in the elegant delivery of software *and* key services to credit unions and community banks, therefore offering truly “connected applications,”” states Eric Snyder, Executive Vice President, Business Development at Akcelerant. “Process efficiency *and* enabling strategic decision-making is the magic combination we strive for in our solutions. This is what drives real value for our customers. The industry can expect Akcelerant to deliver a number of new, innovative services, across both lending and collections, through our platform this year.”

**About Akcelerant Software**

Akcelerant, with offices in Malvern, Pennsylvania and Vancouver, British Columbia, provides connected software applications to the financial services industry through multiple product lines and integration to best-of-breed service providers. Approximately 500 financial institutions in all 50 states and all provinces of Canada are currently using Akcelerant technology. For more information about Akcelerant, visit [www.akcelerant.com](http://www.akcelerant.com).

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