



Press Release  
5/19/2008  
FOR IMMEDIATE RELEASE:

**DocuMatix Announces DocuMatix Text Messaging (DTM)**  
***a new tool for reaching the Gen Y audience through Text Messaging***

SALT LAKE CITY (May 19, 2008) - DocuMatix, LLC announced today the availability of a new product called DocuMatix Text Messaging (DTM). DTM is a complete turn-key solution that allows Credit Unions to reach Gen Y members/non-members via Text Messaging.

For Gen Y, Text Messaging has become a standard and a way of communicating in everyday life. With this new tool and service the Credit Union marketer can now tap into Text Messaging as an effective communication channel. DTM enables the marketer to conduct many cutting edge, fun and effective campaigns with their membership. Further, Text Messaging is a new channel that can be used for reaching and attracting non-members.

DTM is very different than traditional e-Alert account level Text Messages or even mobile banking. With DTM the member always initiates the communication by texting in a keyword to a short code (4-5 digit number). This type of messaging has been made popular by many popular and current TV and Radio shows.

Text Messaging for any given campaign works by selecting a "Keyword" that a member/non-member will Text in using their Mobile Phone, PDA, or virtually any Text Message enabled device. For instance, to conduct a contest you could advertise "Text ABCCONTEST to 12345". In this scenario ABCCONTEST is the keyword and 12345 is the Short Code that the text would be sent to.

The DTM application allows for many different types of campaigns:

**1. Opt-In Method**

Under this method the consumer will send a Text as instructed and will immediately receive a customized "Reply" Text Message that will ask them to reply which will confirm that they wish to Opt-In. The marketer is then able to send them text messages until they opt-out (*based on what they opted-in for*).

**2. Direct Response (Single Response)**

A direct response can be used for a number of specialized and custom campaigns. For instance, a Credit Union could advertise, "Text ABCHOURS to 12345" and a direct response could answer back with the hours of operations. Another example might be, "Text ABCRATES to 12345" and a direct response could answer back with current CD Rates, or other types of rates specific to the keyword. Another example might be used to get a code that can be used to take advantage on a loan offer, or to become a new member. For instance, a Credit Union might want to offer an incentive like a \$25 deposit when someone opens a new account. This example may look something like "Text ABCNEWMEMBER to 12345" to receive your promotional code to get a free \$25

deposit when you open your new account. The DTM system will allow customers to upload the codes that are sent back and the DTM system will also show how many codes have been assigned and how many remain. The code could then be used for tracking of new members or loans achieved directly through the Text Messaging application.

### **3. Direct Response (Contest)**

A direct response can be used in a couple of different ways to conduct a contest via Text Messaging. DocuMatix Text Messaging allows the marketer to upload a series of codes that can be used to conduct the contest. For instance, a marketer may advertise "Text ABCCONTEST to 12345" to enter our contest. The DTM system can then be instructed to text back a canned message, "Thank you for your entry", or assign back a code, "Thank you for your entry. You contest code is 1234." The DTM system can even be instructed to randomly or sequentially pick a winner, or allow you to text in a specialized code along with your keyword to have the system pick a winner on the fly for you (i.e., ABCCONTEST WINNER).

### **4. Direct Response (with Parameter)**

A direct response with a parameter allows for parameters to be passed when using the keyword. For instance, if a marketer wanted to conduct a Poll using Text Messaging a consumer could Text in "ABCVOTE A" where ABCVOTE is the Keyword and A is the parameter that is passed.

DTM represents the latest technology and product offering from DocuMatix. As with other DocuMatix solutions DocuMatix has taken an easy and intuitive approach to Text Messaging. Customers using DTM can create messages and view real-time statistics on delivery of messages and Text usage trends.

#### About DocuMatix

DocuMatix, LLC, is a trusted and secure provider of on-line communication and marketing tools used by Credit Unions of all sizes throughout the United States. DocuMatix services include permission based email marketing, secure web forms, event registrations, surveys, web polls, e-Alerts, RSS and Text Messaging.

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