



Press Release

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FOR IMMEDIATE RELEASE:

DocuMatix Announces RSSLogix
a new tool for creating and managing Individualized RSS Feeds

SALT LAKE CITY (February 1, 2007) - DocuMatix, LLC announced today the availability of a new product called RSSLogix. RSSLogix is a complete turn-key ASP (Application Service Provider) solution that allows Credit Unions to create and manage RSS (Really Simple Syndication) Feeds. For instance, with RSSLogix a Credit Union could make available feeds to their membership to be notified of Fraud, News, Press Releases, Seminars and Events, Job openings and virtually any other topic that their membership wants to keep up to date on.

Today, members stay informed through various communication channels such as email, and direct mail. RSS is an emerging content delivery channel that is gaining wide acceptance as a new standard. In fact, many of the latest browsers and email applications have the ability to read RSS feeds whether you are on a desktop or mobile device.

RSS will not replace email as a communication standard, but it does offer some improvements over email that gives members another choice on how they want to hear from their Credit Union (Email, RSS, Both). For instance, RSS delivery is 100% assured since RSS does not have to contend with Email Spam Filters or Email Blacklists. Another advantage is that RSS is completely Spam and Phish-proof. A member will only receive updates and communications that they have subscribed to, and therefore, no unwanted communications can be sent to their RSS Readers.

RSSLogix represents the latest technology and product offering to be offered to Credit Unions via DocuMatix. RSS Feeds can be difficult to manage and even create if you are unfamiliar with creating XML messages. Further, the infrastructure to support a scalable solution to your members is a primary key to the long-term success of your RSS Feed strategy.

As with other DocuMatix solutions DocuMatix has taken an easy and intuitive approach to creating RSS Feeds. Customers using RSSLogix can create personalized feeds whereby making it possible for each member to receive their own custom feed. RSSLogix is completely turn-key, and can be implemented in literally minutes. With RSSLogix you are able to simply define the categories or topics available that a member can opt-in for and create content with RSSLogix or using external tools. Additionally, if you are a user of the DocuMatix Email Manager within the DocuMatix Product Suite you can create content with tools you are already familiar with since RSSLogix integrates with DocuMatix's flagship product (DocuMatix Product Suite). RSSLogix also comes complete with tracking features similar to email marketing tracking that allows you to see your subscriber rates, open and click-through rates, etc.

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 and RSS.

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