

NEWS RELEASE

eCU Technologies and DocuMatix Create Strategic Alliance to Provide Credit Unions with Sophisticated Alerts Module

— DocuMatix's e-Alerts module integrates with eCU Technologies' home banking solution to be customized for members' needs, while countering "phishing" tactics. —

Harrisburg, Pa. — December 13, 2004 — eCU Technologies, an automated financial service technology provider for credit unions, has created a strategic alliance with DocuMatix, a provider of on-line marketing tools and services for credit unions, to integrate eCU's home banking product with DocuMatix's e-Alerts module. As a result, the companies can now provide credit unions with a new, sophisticated alerts module that will meet credit union members' individual needs, while countering troublesome "phishing" tactics used for identity theft.

The alerts service allows credit union emails to be automatically distributed via HTML or text when something happens to a member's account, such as a credit card transaction, a balance falling below a certain amount, loan payments due, etc. In addition to email, subscribers can receive their alerts in more than 170 countries across 500 mobile carrier networks via any wireless SMS enabled device, such as a digital phone or PDA.

"The number of alerts that you can develop are endless," says Alan Brunner, COO for eCU Technologies. "It's simply another way in which a member's home banking experience can become even more customized for their needs. Alerts can become your personal secretary."

The alliance with DocuMatix allows the alerts module to be offered with eCU Technologies' home banking solution, as a stand-alone model, or it can be incorporated into a credit union's current home banking solution.

"Another great thing about integrating these two technologies," says Paul Jaramillo, COO for DocuMatix, "is that if a member ever questions where an email alert came from, they can log into their credit union's home banking solution and confirm for themselves. This integration really counters any suspect 'phishing' schemes."

Phishing schemes, which are bogus emails sent by organizations to credit union members to

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steal their personal data, have had an adverse affect on some of the credit union industry's online services, such as alerts. The integration of eCU Technologies' home banking solution with DocuMatix's alerts program looks to help neutralize the phishing issue.

In addition to providing enhanced customized service to members and mitigating any phishing schemes, alerts can also help cross-sell other credit union services, drive members to use their credit union's online home banking solution, and help build the credit union's brand with its members and future members.

"We were interested in providing a better alerts program to interface with our home banking solution because we believe the potential is endless," says Brunner. "There is a large market for sophisticated affordable alerts modules and we're pleased to offer this innovative service with the help of DocuMatix."

"We think this product will not only build a credit union's brand within its membership, but it will also foster the practice of consensual e-mail marketing between the credit union and its members, enhancing the credit union's position of being a trusted source," adds Jaramillo. "But ultimately, this module will drive members to use online banking, which, in turn, will provide more efficient service to the member, which will keep them coming back to their credit union."

About Phishing

The act of sending an email to a user falsely claiming to be an established, legitimate enterprise in an attempt to scam the user into surrendering private information that will be used for identity theft. The email directs the user to visit a Web site where they are asked to update personal information, such as passwords and credit card, social security, and bank account numbers, which the legitimate organization already has. The Web site, however, is bogus and set up only to steal the user's information. (www.webopedia.com)

About DocuMatix LLC

DocuMatix LLC, located in Salt Lake City, Utah, is a provider of online marketing tools and services to include permission based e-mail marketing, surveys, secure email, and e-Alerts. The flagship product of DocuMatix is the DocuMatix Email Manager, which includes a powerful creation wizard and a robust real-time reporting engine that allows for the creation of virtually unlimited designs and new levels of professionalism offered within every email. For more information, visit www.documatix.com.

About eCU Technologies LLC

eCU Technologies, located in Harrisburg, Pa., is the Information Technology CUSO for Pennsylvania State Employees Credit Union (PSECU). eCU was created so that PSECU (\$2.3 billion, 295,000 members) could provide similar services and benefits to other credit unions, such as in-house or service bureau home banking solutions, eStatements, online lending services, automated bill payment systems, kiosk machines, and Report Generator consulting services development. For more information on eCU Technologies, visit www.ecutechnologies.com.

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