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FOR IMMEDIATE RELEASE

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MERIDIANLINK ANNOUNCES NEW XPRESSACCOUNTS™ IPHONE APP

XA Mobile Provides Banks and Credit Unions Increased Access

COSTA MESA, Calif. – July 27, 2010 – MeridianLink has announced the release of **XA Mobile**, an extension of XpressAccounts™, their automated account opening system. By using **XA Mobile**, when bank or credit union representatives meet with prospects, instead of needing a pile of paper forms or a computer with an Internet connection, all they'll need is an iPhone to qualify an individual and set up a new account. Bank and credit union staff can use their iPhones to take photos of applicants or their drivers' licenses and upload them to the system, as well.

The increasing use of smartphones offers financial institutions new ways to connect with consumers. "The growing popularity of the iPhone, in conjunction with faster Internet connection speeds, presented an ideal opportunity for us to introduce a mobile strategy," said Tim Nguyen, chief technology officer for MeridianLink. "Our focus has always been on the development of cutting edge technology solutions that will help our clients grow and succeed in today's financial market. The introduction of **XA Mobile** is a natural evolution of our overall philosophy and the XpressAccounts™ system."

XpressAccounts™ offers staff, bank customers, and credit union members the ability to open and fund new accounts 24 hours a day, seven days a week online. The system also allows current bank customers or credit union members to open and fund secondary accounts from the convenience of home or office. XpressAccounts™ can be accessed on any computer with an Internet connection and is also compatible with the iPad.

Using **XA Mobile** on their iPhones, it becomes even easier for banks and credit union staff to help consumers open accounts via XpressAccounts™. With **XA Mobile** on their iPhones, bank or credit union representatives will have the ability to set up new accounts wherever they are — on site at a company, in a business meeting, at a lunch date or in the office.

Over the last decade, MeridianLink has stood on the cutting edge of innovation in web-based software solutions for the financial industry. Important MeridianLink "firsts" include the development of the *first* web-based credit reporting system; the *first* web-based loan origination software for all types of consumer loans; the *first* new account opening solution which could be used throughout a financial institution — inbranch, online and via call centers; and the *first* end-to-end platform to automate and connect multiple financial services, from new accounts and deposits through loan processing, within one convenient system.



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About MeridianLink

MeridianLink, Inc., developer of the industry's first multi-channel account opening and loan origination platform, is a leading provider of enterprise business solutions for over 26,000 end users in the financial services industries. The company's passion for excellence is reflected in their web-based credit reporting, lending, and new membership/deposit opening technologies, which all enjoy solid reputations as being cutting edge, reliable, and affordable. Based in Costa Mesa, California, MeridianLink is committed to creating "Smart Solutions" that deliver "Real Value." For more information, visit www.meridianlink.com.

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