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**FOR IMMEDIATE RELEASE**

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## **FRONTIER BANK GOES FROM ZERO TO ONE MILLION IN ONE MONTH** *MeridianLink System Provides Rapid ROI*

**COSTA MESA, CA – August 10, 2009**– Frontier Bank appreciates the results they received in just one month of using MeridianLink’s automated system for new accounts and deposits online. “We’ve been very pleased,” says Eva Shue, project manager for Frontier Bank. “Within one month we reached \$1,000,000 in new deposits via the system.”

About half of these new online accounts were established by existing Frontier Bank customers; the other half was set up by consumers who were new to the bank. “Over 75% of these online accounts represent deposits and money that’s new to the bank,” says Cindy Melland, executive vice president of sales and marketing for Frontier Bank. “We wanted to attract both new consumers and serve and retain our current customers by offering the convenience of establishing new accounts online via our website.”

Frontier Bank launched their online system for new accounts on June 1, 2009. Jeff Lewis, executive vice president of retail banking, reports, “The online account system is very easy to use and being able to manage the increased volume with our existing call center staff was a real benefit to us.”

Lewis continues, “We’ve been very satisfied and pleased with everyone at MeridianLink that we’ve had contact with — from top to bottom. Gary Hess, president of RTE Financial Services, who first contacted us about attending a webinar to learn more about web-based automated financial services, was excellent. He really impressed us with his level of professionalism on every level.”

Hess responds, “Our partnership with MeridianLink works on every level because we share a similar client-centered philosophy. Together we’re able to quickly deliver significant, bottom-line results, allowing our clients to realize their goals and objectives — sooner rather than later.”

Frontier Bank considered several vendors before making a team decision to work with MeridianLink. “We thought MeridianLink had significant advantages over the other two systems we considered,” explains Lewis. “Overall, we thought the system was designed better. It was more logical and intuitive, and the customer interface provided a much more positive customer experience. We also liked the customized features it offered.”

Frontier Bank currently offers 11 consumer deposit products online and plans to offer more in the future. “We also would like to explore offering some consumer lending and credit products online using MeridianLink,” says Melland.



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### **About MeridianLink**

MeridianLink, Inc. 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](http://www.meridianlink.com).

### **About RTE Financial Services**

RTE Financial Services (RTE FS) is a value added reseller of software to the financial services industry with extensive experience providing technology based lending and deposit solutions to thousands of institutions in the financial services industry. RTE FS brings a strong record of customer focus and service, a dedication to doing what is right for the customer and a commitment to bringing dependable, simple-to-use products that perform complex tasks, to the marketplace. For more information visit: [www.rtefs.com](http://www.rtefs.com).

### **About Frontier Bank**

Founded in 1978, Frontier Bank is the largest commercial bank headquartered in western Washington. With our head office in Everett, we operate more than 50 branches throughout Washington and Oregon. □□ Serving both businesses and individuals, Frontier Bank offers a wide selection of financial products and services, including traditional deposit accounts, commercial and real estate lending, cash management, and wealth management. For more information visit [www.frontierbank.com](http://www.frontierbank.com).

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