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**FOR IMMEDIATE RELEASE**

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**ORNL FEDERAL CREDIT UNION INCREASES  
MEMBER APPLICATIONS & DEPOSITS ONLINE  
MeridianLink Platform Facilitates Online Account Opening**

**COSTA MESA, CA – September 29, 2010** – ORNL Federal Credit Union deployed the MeridianLink system for online membership applications and online account opening in July 2010. “This has been a very positive change for us,” says Melissa McMahan, vice president of Remote Services for ORNL Federal Credit Union. “We’ve more than doubled the number of applications we receive online — and our approval rate has been around 44% — significantly higher than the industry average of 30 – 35%.”

ORNL, headquartered in central east Tennessee, wanted to improve online services to provide more convenience for busy working adults and help attract new members, as well. “One of our new member targets is Gen Y,” explains McMahan. “We thought increasing our ability to handle membership applications and new account opening online would work hand-in-hand with the ‘Young & Free’ marketing program we’re using, which was designed to reach out to Gen Y.”

MeridianLink was chosen by ORNL over a number of other providers. “We felt the ML system was more user friendly, as well as dynamic and flexible. They also have a great relationship with Symitar, our core system vendor.”

McMahan gave MeridianLink high praise for the successful deployment of the new technology. “MeridianLink did a great job,” she says. “Everything was kept right on track. It was the easiest system process we’ve ever been through. The integration was seamless.”

**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](http://www.meridianlink.com).

**About ORNL Federal Credit Union**

ORNL Federal Credit Union was founded in 1948 and has grown to a membership of more than 150,000 East Tennesseans. ORNL Federal Credit Union is headquartered in Oak Ridge and has offices throughout Anderson, Blount, Campbell, Hamblen, Knox, Loudon, Monroe, Roane, Union and Sevier counties. For more information, visit <https://www.ornlfcu.com/>.

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