



Website: www.meridianlink.com

MeridianLink, Inc.
1124 Bristol Street
Costa Mesa, California 92626
Tel: (714) 708-6950 | Fax: (714) 708-6956

Email: info@meridianlink.com

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Contact: Branwyn Rhodes
Director of Communications

714 708-6950 or branwynr@meridianlink.com

3RIVERS DEPLOYS MERIDIANLINK XPRESSACCOUNTS
Online Account Opening Solution Part of 3Rivers Strategic Plan

COSTA MESA, CA – November 22, 2010 – 3Rivers implemented the MeridianLink XpressAccounts system to provide an increased level of service to current and potential members in June 2010. “We are building more relationships through our e-branch, which opened 153 accounts, since our go live date three months ago,” says Kristine Kelley, Branch Services Team Member for 3Rivers.

Although 3Rivers has 18 branches in seven counties in Indiana and Ohio, offering current and potential members the option to apply for membership and open an account online was a critical part of a strategic plan that included the launch of an updated 3Rivers brand and web site. “Previously, if you wanted to open an account at 3Rivers you needed to stop by a branch with two forms of ID,” explains Kelley. “Now everything can be handled online – from the verification to the approval – even the signature!”

The MeridianLink platform is an integrated solution that automates the opening of new accounts and lending, and streamlines everything from core processing, ID verification and OFAC list comparisons to check orders and credit reports within one easy-to-use system. “After looking at the different options for online account opening systems and how they align with our membership's needs, the strong recommendations we received from other credit unions as well as our internal feedback were key factors in our decision to partner with MeridianLink,” explains Kelley.

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 20,000+ financial service organizations. 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.

About 3Rivers Credit Union

3Rivers serves the communities of Northeast Indiana and Northwest Ohio with personal relationships and financial solutions. Members also access on-line, with mobile, through a nationwide network of branch locations and more than 30,000 fee-free ATMs. For more information, visit <https://www.3riversfcu.org/homepage.html>.

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