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BETTER BRANCHES AND SEGMENT ONE TEAM TO OFFER INDIRECT LENDING CROSS-SELLING SOLUTION

SAN FRANCISCO, California - Better Branches, a CUSO specializing in front and back office workflow solutions, has teamed with SegmentOne, an outbound sales provider, to offer a complete outbound sales solution designed to increase cross-selling ratios for members obtained through indirect lending channels. The combination of technology and sales expertise will help credit unions to quickly implement a program to convert single-service members into multiple account households without increasing staff or training costs.

The quick, turnkey solution takes a data feed from an indirect lending interface, analyzes the information, and develops credit offers that are nique to each member. Borrowers are contacted within 30 days of acquiring a loan and are cross-sold additional products and services. The outbound sales professionals making the calls work on-site in a credit union's call center.

"Deepening relationships with members who join through indirect lending channels has been a tremendous challenge for many of our clients", says Rick Poulton, President of Better Branches. "Although Better Branches can provide clients with the technology they need to identify and target these members, many clients are unable to use the technology to its full potential because they don't have the staff or sales culture needed for effective follow through. By teaming with SegmentOne, we provide a unique blend of technology and sales expertise credit unions need to convert single service, credit-driven members into long-term, loyal members with profitable account relationships."

According to Poulton, SegmentOne has "top notch, experienced telephone sales staff," and adds, "credit unions find that SegmentOne's outbound sales program is easier to implement than in-house telemarketing programs, and far more effective when it comes to producing results.

SAFE Credit Union in North Highlands, California, recently deployed the indirect loan cross-selling solution from Better Branches and SegmentOne. SAFE had experienced difficulty moving single-service members obtained through Credit Union Direct Lending (CUDL) into multiple account relationships. Previous attempts to cross sell additional accounts through direct mail programs produced limited success. Almost immediately upon deployment, the solution began generating additional sales to CUDL-generated members, and SAFE's management is pleased with the fast results.



SegmentOne and Better Branches anticipate a great response to the indirect loan cross-sell solution from credit unions who have long tried to tackle the problem of increasing indirect member accounts and loyalty. The solution's turnkey attributes allow credit unions to implement the program with smaller time and money commitments than they would typically pay to deploy the necessary technology and hire qualified telephone sales consultants to make the calls.

For more information, contact Rick Poulton, President of Better Branches, at (925) 261-1266 direct, or (866) 444-8344 toll free, or email rick.poulton@betterbranches.com. You can learn more about Better Branches on the web at www.betterbranches.com.

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