

## **FIRST DATA ADDS NEW ACCOUNT PROGRAM TO INTERNET BANKING SERVICE**

*POWERFUL MERIDIANLINK PLATFORM OFFERS FLEXIBLE FUNCTIONALITY*

**ATLANTA and COSTA MESA, CA – Oct. 15, 2010** – [First Data Corporation](#), a global leader in electronic commerce and payment processing, has signed an agreement with MeridianLink to add XpressAccounts, an automated new member application and account opening program to its internet banking service.

“Our goal is to help our customers drive revenue and profitability through the best Internet banking solution possible, and this agreement provides needed capabilities,” said Brent Warrington, senior vice president and general manager of Financial Services at First Data. MeridianLink was chosen because it offers superior flexibility, when compared to other solutions, according to Warrington. “This program will appeal to our clients because the platform is robust and powerful, as well as easy to use and straightforward.”

According to Aite Group, banks have focused on building online account-opening capabilities over the past few years with eight of 10 top 100 U.S. banks enabling customers and prospects to open checking accounts online. Online opening of savings accounts is almost as prevalent, with 75% of banks providing this capability.

In addition to increasing consumer demand for this capability, Javelin Strategy and Research has found that consumers who open accounts online are particularly attractive and can boost profits. But the No. 1 benefit, a Javelin study found, is that online account opening can significantly reduce the cost of opening and servicing accounts. Javelin estimates that processing an application manually costs banks and credit unions an average of about \$60. That’s higher than the cost estimates from online account opening vendors, showing a mid-range of \$15.

“We’re look forward to working with First Data and their client base,” says Douglas Glagola, vice president of MeridianLink. “Their decision to choose MeridianLink reflects a high degree of confidence in our platform.”

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

**About First Data**

First Data powers the global economy by making it easy, fast and secure for people and businesses to buy goods and services using virtually any form of electronic payment. Whether the choice of payment is a gift card, a credit or debit card or a check, First Data securely processes the transaction and harnesses the power of the aggregate data to deliver intelligence and insight for millions of merchant locations and thousands of card issuers in 36 countries. For more information, visit [www.firstdata.com](http://www.firstdata.com).

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