



CashEdge Fact Sheet

Description: CashEdge is the leader in Intelligent Money Movement products that enable financial institutions to provide customers with a single point of access for multiple easy-to-use consumer and small business transfer routes including new account funding, me-to-me transfers, third-party transfers, person-to-person payments and small business me-to-me transfers, employee and vendor payments and invoicing and customer payments. These transfer routes are supported by industry-leading risk management capabilities that leverage comprehensive, proprietary technology.

Technology: CashEdge's Intelligent Money Movement products are modular products that are offered both on a stand-alone basis and as end-to-end solutions. These solutions are available as turn-key SaaS applications or through web service integration with clients. CashEdge's proven solutions are flexible, scalable and are supported by industry-leading risk management capabilities that leverage comprehensive, proprietary technology and the insights gathered from managing risk for the world's largest financial institutions, helping institutions mitigate risk and decrease fraud exposure.

Key Products:

- **POPmoney** – Person-to-person email and mobile payments
- **OpenNow/FundNow** – Instant Account Opening and Funding
- **OpenNow/FundNow Express** – Account Opening and Funding for Small and Mid-Sized Institutions
- **OpenNow/FundNow Call Center** – Call Center Account Opening and Funding
- **FundNow** – New Account Funding
- **TransferNow for Consumers** – Online Funds Transfers Services for Consumers
 - Me-to-Me Transfers
 - Third Party Transfers
- **TransferNow for Small Businesses** – Online Payment, Invoicing and Transfers Services for Small Businesses
 - Invoicing and Customer Payments
 - Vendor Payments
 - Employee Payments
 - Me-to-Me Transfers
- **CashEdge Risk Monitoring Services** – Risk Monitoring for Online Funds Transfers
- **AllData** – Financial Account Aggregation
 - AllData for Financial Advisors
 - AllData for Professional Markets
 - AllData for Personal Financial Management

Offices:

Headquarters

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Employees: 300

Clients: CashEdge has been the preeminent provider of money movement and personal financial account aggregation services to financial institutions for nearly ten years and, today, provides its services to hundreds of financial institutions, including the majority of the nation's top banks.

CashEdge serves institutions of all sizes, ranging from some of the world's largest banks, to regional, mid-sized institutions, to credit unions. In the Brokerage and Wealth Management segment, clients include The Vanguard Group, Pacific Life, Cambridge Investment Research, and American Portfolios.

Key Partners: Fiserv, CheckFree, Corillian, Digital Insight, Online Resources, Open Solutions, Albridge Solutions, PNC Global Investment Servicing, eMoney Advisor, MoneyGuidePro, and Advisor Exchange

Key Investors: CIBC Capital Partners, Susquehanna Growth Equity

Key Officers: CEO and President, Sanjeev Dheer
CFO, Carl D. Blandino
COO, Rhonda Bassett-Spiers

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CashEdge Backgrounder

Overview

CashEdge is the leader in Intelligent Money Movement services that enable financial institutions to provide customers with a single point of access for multiple easy-to-use consumer and small business transfer routes including new account funding, me-to-me transfers, third-party transfers, person-to-person payments and small business me-to-me transfers, employee and vendor payments, invoicing and customer payments. These transfer routes are supported by industry-leading risk management capabilities that leverage comprehensive, proprietary technology.

CashEdge currently serves hundreds of leading financial institutions, including the majority of the nation's top banks. The Company has offices in New York, Silicon Valley and India. For more information, please visit www.cashedge.com.

The CashEdge Intelligent Money Movement platform provides multiple transfer routes and enables the rapid introduction of new offerings in response to evolving customer demands, helping banks and credit unions change the way in which most people bank today.

Key Products

POPmoney – Person-to-Person Online and Mobile Payments

POPmoney enables bank customers to pay anyone, anywhere, at any time using only a recipient's email address, cell phone number or bank account information. This revolutionary new service is completely built around a customer's current banking relationship. Fully integrated with the bank's current online or mobile banking channels, POPmoney provides simple, convenient and secure email and mobile payments directly from a customer's bank account. POPmoney includes a mobile SMS application, as well as mobile applications for the iPhone, and BlackBerry.

OpenNow/FundNow – Instant Account Opening and Funding

OpenNow/FundNow, the industry's leading online acquisition solution, helps financial institutions leverage their online channel to capture prospects in real time by facilitating instant account opening and funding through an institution's branded website. Prospective customers or credit union members can apply and be approved for a new account online in a single session through an automated authentication and verification process. Real-time results lower attrition throughout the process and results in a higher close rate for new accounts.

OpenNow/FundNow Express – Account Opening and Funding for Small and Mid-Sized Institutions

Specifically designed to meet the needs of small and mid-sized institutions, OpenNow/FundNow *Express* offers an online account opening solution that provides the appropriate combination of advanced features and functionalities and simple implementation and maintenance - all at a price point that enables an immediate and positive ROI for your institution. With implementation time as short as two weeks, OpenNow/FundNow *Express* enables small and mid-sized institutions to be more competitive by providing their customers with the same online features and capabilities as the industry leaders.

OpenNow/FundNow Call Center – Call Center Account Opening and Funding

CashEdge's OpenNow/FundNow Call Center brings the benefits of automated account opening, with real-time identity verification and electronic funding, to the call center to cost-effectively increase new account acquisition and facilitate greater flexibility and enhanced automation in the call center. OpenNow/FundNow Call Center also enables financial institutions to realize the benefits of integrating the online and call center acquisition channels by providing the opportunity for prospective customers to complete the entire application process on the phone with the call center, or to use the call center to complete an application that was started and abandoned online. OpenNow/FundNow Call Center is available as end-to-end account opening solution and is also available as two separate modules. The automated identity verification and electronic funding modules can be used together as a complete solution or can be implemented independently or progressively.

FundNow – New Account Funding

FundNow is a real-time online account funding solution that enables financial institutions to increase their new account funding rate by reducing the time and complexity of the new account funding process. Prospective customers can fund a new account online in a single session through an automated account ownership verification. FundNow helps financial institutions to increase the ratio of new funded accounts and grow assets.

TransferNow™ for Consumers – Me-to-Me Transfers

TransferNow™ Me-to-Me Transfers is an online funds transfer solution that enables consumers to securely transfer funds between accounts they own that are held at more than 23,000 banks, credit unions and brokerages via the ACH network. Leveraging CashEdge's Intelligent Money Movement™ platform, Me-to-Me Transfers creates the opportunity for financial institutions to offer secure inter-institution funds transfer services that enhance their online offering, improve customer satisfaction and generate new transaction-based revenue streams.

TransferNow™ for Consumers – Third Party Transfers

TransferNow™ Third Party Transfers is an online funds transfer solution that enables consumers to securely transfer funds between their accounts and the accounts of close contacts, including friends and family, held at more than 23,000 banks, credit unions and brokerages via the ACH network. This capability enhances an institution's online offering, improving customer engagement and loyalty while also enabling a new transaction-based revenue stream. Further, because Third Party Transfers is built off of the existing TransferNow platform, financial institutions are able to offer their customers a valuable service with a familiar user interface that is easy to adopt and navigate.

TransferNow™ for Small Businesses

CashEdge's TransferNow™ for Small Businesses allows small businesses to improve their cash flow management by enabling the ability to electronically send payments; invoice and collect payments; and move money across accounts. These solutions include: Small Business Employee Payments, Small Business Vendor Payments, Small Business Invoicing and Payments and Small Business Me-to-Me Transfers. With these solutions, financial institutions are able to offer their customers a complete and compelling offering for online accounts payable and receivable management that will generate additional revenue streams, as well as help to create lasting relationships with both existing and prospective small business customers.

Small Business Invoicing and Payments allows small businesses to electronically send invoices and receive electronic payments from customers directly into their bank account.

Small Business Employee Payments allows small businesses to easily make payments from their business accounts directly to the accounts of their employees, simplifying payroll and expense reimbursement.

Small Business Vendor Payments allows small businesses to easily make payments from their business accounts directly to the accounts of other businesses, including vendors, suppliers and service providers, via electronic transactions.

Small Business Me-to-Me Transfers is an online funds transfer service that provides the ability for small businesses to transfer funds to and from their accounts at more than 23,000 financial institutions, including the ability to transfer funds between their personal and business accounts as well as across business accounts.

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Account Aggregations Services

AllData® for Financial Advisors

AllData® offers wealth management firms and advisors a convenient, secure and cost effective way to see a holistic view of client assets and liabilities, enabling the development of solid, well-informed investment strategies that are based on accurate and real-time information regarding a client's entire financial picture – including assets "held-away" in self-directed brokerage accounts, retirement plans and major liabilities such as mortgages or even credit card debt.

AllData® for Professional Markets

AllData® for Professional Markets provides a convenient, secure and cost-effective way to see a holistic view of a client's or employee's assets and liabilities. This comprehensive view delivers accurate and timely data that supports various professional needs, leading to improved client and employee satisfaction and retention.

AllData® for Personal Financial Management

AllData® for Personal Financial Management enables personal financial management providers, and providers of other emerging applications, to offer their customers a convenient mechanism to access an accurate, timely, comprehensive and secure view of their personal finances from a website or mobile technology application. Built on industry-leading technology, AllData offers seamless integration with existing applications and user interfaces and delivers the most current and highest quality data available from more than 10,000 sources, allowing your customers to manage and track all their finances from your proprietary technology application.

CashEdge Risk Monitoring Services

CashEdge's validated and comprehensive approach to risk identification, measurement, monitoring, prevention and mitigation focuses on critical points in the life cycle of a customer, account and transaction, individually and collectively. Through this process, CashEdge is able to monitor and manage the risk associated with online account opening and online funds transfers on behalf of its customers – a service that is unavailable from any other source.

Partners

In addition to its direct relationship with financial institutions, CashEdge has partnered with leading financial technology providers to offer CashEdge solutions as part of their applications. These include Fiserv, CheckFree, Corillian, Digital Insight, Online Resources, Open Solutions, Albridge Solutions, PNC, eMoney Advisor, MoneyGuidePro and Advisor Exchange.

Background

CashEdge is the leader in Intelligent Money Movement services that enable financial institutions to provide customers with a single point of access for multiple easy-to-use consumer and small business transfer routes including new account funding, me-to-me transfers, third-party transfers, and small business me-to-me transfers, employee and vendor payments, invoicing and customer payments and person-to-person payments. These transfer routes are supported by industry-leading risk management capabilities that leverage comprehensive, proprietary technology, helping institutions mitigate risk and decrease fraud exposure.

The Company currently serves hundreds of leading financial institutions, including the majority of the nation's top banks. CashEdge has offices in New York, Silicon Valley and India. For more information, visit www.cashedge.com.

To interview a CashEdge spokesperson, please contact Jennifer Moritz at (917) 748-4006, jmoritz@0to5.com.

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CashEdge
The Management Team

CashEdge's executive team is experienced in financial consulting, strategy, technology, and operations. The executive group brings to CashEdge an exceptionally well-qualified, cohesive team focused on delivering CashEdge's innovative technologies to the world's leading financial institutions. The Management Team includes:

Sanjeev Dheer, CEO and President

Sanjeev Dheer co-founded CashEdge in 1999 and oversees all corporate strategy, implementation and direction for the company. He has more than 15 years of experience serving the financial services industry. Prior to starting CashEdge, Mr. Dheer was a partner at McKinsey & Company where he served financial institutions on a range of strategy and operational issues and was a leader of the firm's global e-commerce practice. Previously, Mr. Dheer worked as a systems analyst and IT consultant at the United Nations Development Program. Mr. Dheer earned an MBA from Stanford Business School, where he was an Arjay Miller Scholar, and an MA in History from St. Stephen's College, University of Delhi.

Carl D. Blandino, Chief Financial Officer

Carl D. Blandino is responsible for overseeing and driving the financial, accounting, tax and treasury functions at CashEdge. As a senior executive, Mr. Blandino has more than 30 years of financial, operating and public accounting experience at several private and public high technology and software companies. Most recently, he served as the Executive Vice President & CFO for Informed Medical Communications (IMC), a leader in delivering integrated biotechnology and pharmaceutical marketing programs for targeted and active groups of patients and medical professionals. His prior roles include executive and senior level management positions with Open Solutions Inc., where he led the company's successful IPO, and Online Resources & Communications Corp., Segue Software (now Borland Software), and Per Se' Technologies (now McKesson Corporation). Mr. Blandino received his BS in Finance & Accounting from Robert Morris University and he is a member of the American Institute of Certified Public Accountants.

Rhonda Bassett-Spiers, Chief Operating Officer

Rhonda Bassett-Spiers is responsible for overall execution at CashEdge, including product development and delivery, systems operations, customer support, and client integration. Prior to joining CashEdge, she was the Chief Operating Officer at Control4, a consumer electronics company that provides home automation solutions. Prior to Control4, she was Senior Vice President and Chief Information Officer (CIO) of BEA Systems. In her tenure at BEA, Ms. Bassett-Spiers provided direction for all aspects of the company's worldwide IT environment, including development and support of all business applications, data center and computing operations. Prior to joining BEA Systems, Ms. Bassett-Spiers had more than 15 years of information technology, manufacturing, distribution and global supply chain experience in a number of roles at Hewlett Packard Company and Agilent Technologies. Ms. Bassett-Spiers is on the board of BigFix Inc. and Application Security.

Amir Sunderji, Senior Vice President of Payments & Chief Risk & Payments Officer

Amir Sunderji is responsible for risk management and payment operations at CashEdge. He has 20 years of experience in the financial services industry. Prior to joining the team, Mr. Sunderji was with BarterTrust.com, a business-to-business barter exchange, where as chief credit officer he led the risk and economy management efforts. Previously, he was vice president of risk management and credit policy at Advanta Business Services, a subsidiary of Advanta Corporation. Mr. Sunderji also directed risk management efforts for Mercedes-Benz Credit Corporation's \$8 billion portfolio. Before that, he held a number of positions at HSBC in audit and risk examination, capital markets and consumer finance, and was vice president of risk management for a \$4 billion portfolio. Mr. Sunderji earned an MBA in Finance from the University of Dar-es-Salaam in Tanzania and a BS in Accounting from the University of Poona in India.

Neil Platt, Senior Vice President & General Manager, US Banking

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Neil Platt is responsible for all sales, marketing and business development at CashEdge. He has more than 10 years of experience in the financial services industry. Prior to joining CashEdge, Mr. Platt was vice president and senior analyst at Scott's Cove Capital Management, an affiliate of Fleming Asset Management, where he was responsible for investing in distressed companies, turnarounds, and special situations. Previously, he was an engagement manager with McKinsey & Company, where he served financial institution clients on a variety of strategic and operational issues. Mr. Platt received an MBA from Columbia Business School, where he was a Samuel Bronfman Fellow, and a BA from Princeton University.

Thomas Roberts, Senior Vice President & General Manager, Brokerage and Wealth Management

Tom Roberts is responsible for all sales, marketing, client management and strategy for CashEdge's brokerage, wealth management and data consolidation business. Prior to joining CashEdge, he served as Vice President for Corporate Services at E*TRADE Financial. In that role, he was responsible for leading two major business units, Employee Stock Plans and Designated Brokerage. During his tenure, he increased revenues by more than 600 percent and made the division a core part of E*TRADE's business. Previously, Mr. Roberts was Vice President of Sales & Marketing for the Internet Division of DST Systems, a \$2 billion software and processing firm serving multiple industries. Mr. Roberts started his career at Broadview Associates (now part of Jefferies & Company) which is a leading investment bank focused on the high-technology industry. Mr. Roberts has an MBA from Columbia Business School.

David Cooper, Vice President, Product Development & Chief Technology Officer

David Cooper is responsible for product development and delivery within CashEdge, including design, engineering, and quality assurance. He has 20+ years of software development experience, covering a wide range of technologies, applications and product areas. Mr. Cooper has a proven track record of designing and delivering innovative software products and has received several industry awards recognizing his products. Prior to joining CashEdge, he was director of software development at Oracle and was responsible for several products within the Oracle Applications division. Before Oracle, Mr. Cooper held senior engineering management positions within Assentive Inc, Vuent Inc, and Coryphaeus Software Inc. He has a BSc from Strathclyde University, Scotland.