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Andera Achieves the 500th Customer Milestone

Focuses on Connecting Financial Institutions with Profitable Consumers

Providence, R.I., March 9, 2011 -- Andera Inc., the leading provider of online customer acquisition solutions for financial institutions announced today that it has achieved the 500th customer milestone with the signing of Salin Bank & Trust in Indianapolis, IN.

Andera pioneered the online account opening process and has evolved its highly-configurable technology and services to connect financial institutions with profitable consumers.

"We're proud to be Andera's 500th customer," said Jim Badger, Senior Vice President – Director of Marketing for Salin Bank. "We picked Andera because of their deep experience with online account opening, as well as their roadmap of new innovative products and services. We trust the Andera partnership will help us reach not just any customer, but the customers that will be profitable to our institution now and in the future."

To expand the breadth of institutions that it can serve, Andera recently launched a new Software Development Kit (SDK) geared toward larger financial institutions that want the benefits of Andera's solution, but have the capability to configure and host the software for themselves. This solution will save larger institutions thousands of hours in development and enable them to essentially replace Andera's user interface with their own.

"We are pleased to congratulate Andera on their 500th customer," said Merrill Sherman, President and CEO of BankRI, a $1.6B financial institution based in Providence, RI. "As Andera's first client, we were there at the beginning and continue to count on them for our online account opening services. We have watched the company evolve and are excited about the ways they continue to innovate."

Growing its workforce by 40% within the last 6 months has enabled Andera to scale its technology and services for its expanding customer base and will ensure that it remains the industry leader for years to come.

"At Andera, we're transitioning from purely an online account opening solution to a provider of technology and services geared to connect financial institutions with profitable customer relationships," said Charlie Kroll, CEO of Andera. "We look forward to further expanding both our product offerings and our customer relationships to the next 500 and beyond."

About Andera
Andera is the leader in integrated online customer acquisition solutions for retail financial institutions. Its suite of products and services includes solutions for marketing, customer acquisition, automated online account opening, funding, and cross-selling. Andera is headquartered in Providence, R.I. and can be found on the Internet at www.andera.com.

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