

Western Independent Bankers Service Corporation Endorses BancVue's REWARDChecking & FIRST ROI's FIRSTBranch eMarketing Solutions

Will Provide Community Banks Formidable Tools for Deposit Growth, Customer Acquisition & Account Retention

SAN FRANCISCO, CA and AUSTIN, TX--(Marketwire - August 7, 2008) - Western Independent Bankers and WIB Service Corporation announced today the endorsement of BancVue's REWARDChecking® and FIRST ROI's FIRSTBranch™ as WIB-endorsed "Value & Income Programs" (VIPs).

REWARDChecking, BancVue's flagship product, is a free checking account which offers a high interest rate and ATM fee refunds when consumers meet cost saving and revenue generating electronic banking requirements. REWARDChecking helps community banks fuel deposit growth by attracting affluent, tech-savvy customers that have been shown to keep higher balances, generate greater fee income and use more electronic services than the average checking account customer. REWARDChecking accounts are typically twice as profitable to the bank as free checking and the attrition rates are 70 percent lower. Nearly 500 community financial institutions in 48 states are using REWARDChecking to add millions of new deposits and thousands of new customers while lowering the total cost of funds.

FIRSTBranch™, offered by marketing partner FIRST ROI, is an innovative, turnkey platform that gives community banks the tools and marketing mix to transform their brick and mortar branches into a formidable online presence. From sales-driven websites to pay-per-click and search engine optimization, community banks can leverage the Internet channel to attract new customers, generate new account applications and leads and compete with the mega and net banks online.

"We are pleased to partner with BancVue and FIRST ROI," said Anne K. Scully, president of WIB Service Corporation. "By leveraging REWARDChecking and the online marketing power of the FIRSTBranch platform, our community banks can generate new account applications and leads, attract new customers, add significant core deposits at a low cost of funds and dominate their market."

"We are honored to be endorsed by Western Independent Bankers and the WIB Service Corporation," said Gabriel Krajcek, BancVue CEO. "BancVue and FIRST ROI share WIB's commitment to help community banks win the war for deposits in their market."

REWARDChecking and FIRSTBranch's eMarketing options have provided our partners a proven tool to help them battle the mega and net banks and win."

About Western Independent Bankers

Established in 1937, Western Independent Bankers (WIB) WIB is a trade association that informs, educates and connects community banks with the resources and services to achieve the highest standards of personal and organizational performance. WIB has more than 360 community and independent banks as members in the Western states of Alaska, Arizona, California, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming and the U.S. Territories and 175 bank service providers. For more information go to www.wib.org.

About WIB Service Corporation

WIB Service Corporation is a wholly owned subsidiary of Western Independent Bankers. Established in 1994, WIB Service Corporation provides high-quality, value-added services and products that enhance the competitive advantage of WIB member banks. WIB Service Corporation's Value & Income Program (VIP) Partners offers value-added services and income potential for WIB member banks. To learn more, go to www.wib.org.

About BancVue

BancVue is passionately dedicated to empowering community financial institution to win the war for deposits. BancVue's REALChecking™ System provides innovative and exciting checking accounts that improve profitability, increase core deposits, and deliver new customers. Each REALChecking product is implemented with experience driven consultation, technology integration, dynamic marketing services, launch support, and training that ensures each product's success. To learn more, go to www.bancvue.com.

About FIRST ROI

FIRST ROI is passionately dedicated to empowering community financial institutions to compete and win the war for deposits by delivering world class marketing ideas, tools, and creative. Since inception, FIRST ROI has built a reputation for consistently exceeding expectations in terms of service, design, quality, marketing expertise, and most importantly, return on investment. To learn more, go to www.firstroi.com