



## PRESS RELEASE

### Tech Savvy America First Deploys MeridianLink's Next Gen Lending System

**COSTA MESA, California – March 25, 2005** – MeridianLink Inc., an established technology provider to the credit union system, announced successful deployment of their popular LoansPQ lending platform with America First Credit Union. The announcement marks the beginning of the Ogden, Utah credit union's initiatives to leverage advanced lending technology to refine the member borrowing experience, improve processing workflow, and automate its lending operations.

The attraction to LoansPQ was instantaneous because of its rich feature functionality and unique abilities to bridge consumer, mortgage, business and indirect lending in one, turn-key package. An impressive suite of administrative tools feature: robust cross-selling; opportunity data mining; powerful pipeline management; proprietary credit reporting & score analytics, custom reporting, and paperless lending capabilities.

America First Credit Union selected MeridianLink's LoansPQ system following an exhaustive search for technology that would bring their lending business into the 21<sup>st</sup> century. "Before LoansPQ, we used an antiquated lender system," says Scott Budge, America First's Vice President of Branch Operations. "Our selection criteria included being able to update our technology, improve our cross-selling, increase our marketing knowledge through data mining, strategically build member wallet share, and have it all packaged in a user-friendly system," added Budge. "We're trying to get more focused on getting members what they need, as well as getting information on our members to market our products more effectively. LoansPQ meets all of these requirements."

"We have cherished a long standing, indirect lending relationship with America First, and we are very excited to continue delivering lending excellence with LoansPQ to a credit union whose size and technology-savvy reputation are well known" says Tim Nguyen, MeridianLink's Senior Vice President. "We're confident that LoansPQ will be the centerpiece for America First's achieving its lending goals and objectives moving forward. By utilizing this level of automation, employee morale and productivity will increase significantly, members will experience a premiere lending experience, and management will have more options and control over their data." Nguyen adds: "Considering the system's end-to-end value proposition, America First is in an enviable position to receive an immediate ROI from LoansPQ."

"MeridianLink has been key to our organization," says Budge. "Their expertise and support has really made the difference."

**About MeridianLink, Inc.**

MeridianLink, Inc. is a leading provider of enterprise business solutions for nearly 26,000 end-users in the financial services industries. The company's passion for excellence is reflected in their web-based credit reporting and automated lending technologies, which enjoy solid reputations as being cutting edge, reliable, and affordable. MeridianLink has been providing Credit Unions and business partners with technology solutions since 1998, and continues a commitment to distinction with their popular, end-to-end lending product; LoansPQ. 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 America First Credit Union**

America First Credit Union was founded in Ogden, Utah, on March 16, 1939. During its 66-year history, America First has remained a member-owned, not-for-profit cooperative financial institution. Today, America First is Utah's largest credit union, and the 13<sup>th</sup> largest credit union in assets in the United States, with \$2.9 billion, and is the 6<sup>th</sup> largest credit union in membership in the country, with 356,000 members. America First has 62 branch locations along the Wasatch Front and in Mesquite, Nevada. Visit America First Credit Union on the web at [www.americafirst.com](http://www.americafirst.com).

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