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MERIDIANLINK TECHNOLOGY INCREASES CREDIT UNION MEMBERSHIP & LENDING

LoansPQ and Xpress Accounts Synchronize Member and Loan Approval Processes

COSTA MESA, CA – October 26, 2006 – MeridianLink, Inc., a provider of automated credit and lending technology, has successfully boosted new member acquisition and increased lending opportunities for Salt Lake City, Utah-based Beehive Credit Union.

“MeridianLink’s Xpress Accounts has spearheaded our efforts to acquire new members and generate new lending activities,” says Marv Armstrong, vice president of lending at Beehive Credit Union, located in Salt Lake City, Utah. “The results have been very rewarding. Our rates are attracting new members and the Xpress Accounts platform is driving new business faster than we ever expected. LoansPQ and Xpress Accounts have allowed this all to happen quickly and cost-effectively.”

Online application process drives new lending

Using MeridianLink’s innovative Xpress Accounts platform, credit unions gain a simple and convenient online process for customers to instantly acquire membership approval—and simultaneously receive pre-approval offers for various loan products. New members are converted into lending customers using a combination of Xpress Accounts and the LoansPQ lending platform. The result has been a rapid increase in online applications that automatically generate new opportunities for Beehive.

“We want Beehive to be easily accessible to non-members,” explains Tim Nguyen, Senior Vice President at MeridianLink. “Putting their membership online was key, but Xpress Accounts goes a step further and seamlessly integrates with our LoansPQ lending platform, which allows them to make instant offers for their different lending products. It’s the perfect marriage between member acquisition and product marketing that drives up higher lending volume.”

Service and support critical to success

The close support and responsive service provided by MeridianLink delivered an experience that went well beyond Beehive’s expectations. “MeridianLink really set themselves apart because they took a holistic approach to implementation. They listened to and responded to our needs, and the results were amazing,” said Armstrong.

About MeridianLink

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. Based in Costa Mesa, California, MeridianLink is committed to creating “Smart Solutions” that deliver “Real Value.” For more information, visit www.meridianlink.com.

About Beehive Credit Union

Beehive Credit Union is a full-service, member-owned, non-profit financial institution. Founded in 1954, Beehive Credit Union has eight Utah locations, 22,000 members and assets of \$180 million. For more information, visit www.beehivecredit.com.