

Get more with PORTANA.
Profitable cross-sell opportunities.
Customer retention success.
***The dynamic e-commerce solution that
gets you RESULTS!***

Dear Personalized:

Do you have a critical need to **drive customer acquisition and retention successes** to monumental levels?

Do you want to intensify cross-sell opportunities and get phenomenal results? If your answer is yes, complete the enclosed information request card and fax it or drop it in the mail. I'll send you FREE information about PORTANA — the e-commerce solution that gets you results.

What kind of results? You may be interested to know that an Illinois financial institution launched its PORTANA-powered Web site and received a tremendous upshot in repeat visitors. Would you like to experience these results? In one month, the number of customers who returned to the site rocketed up ONE-THOUSAND PERCENT.

How does PORTANA do it? It's an e-commerce financial services platform. **To your customers, it's something more.** It weaves into their daily lives, becoming a vital part of their routine. Visitors scan the news, weather and sports scores; check stock quotes; make travel arrangements; visit their public library; surf the 'net; and go shopping (securely). One click and they're reviewing financial accounts, paying bills, and transferring money.

And more. PORTANA complements your entire online delivery channel. What if I told you that your customers (both new and existing) **could access your institution's online products and services**? For instance, click once on the tabs located at the top of the screen, and visitors may review your institution's mortgage and home equity rates . . . learn about your retirement funds and financial planning services . . . investigate insurance products.

**Capture a greater share of your
customer's wallet with PORTANA.
That's what we call RESULTS.**

Give your institution a branded e-commerce solution that provides long-term strategies that deliver results by partnering with PORTANA. An e-commerce platform is

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more than a static Web site. It's the vehicle that creates an additional delivery channel while increasing your penetration into Internet Banking. The stickier the content, the more likely a user becomes a loyal and frequent customer.

**PORTANA is an expanded delivery channel
that makes it easier for your customers to do business with you — repeatedly.**

If you're like most financial institutions, you currently do not have the tools to implement 1:1 marketing. PORTANA gives you the tools. For example, you know that most financial products are purchased when customers experience momentous events — birth of a child, marriage, a landmark birthday. Imagine the impact of 19,238 customized online billboard views at the same time they are experiencing this milestone event. **These are the results you may expect from PORTANA.**

Now take 1:1 marketing one step further, making it even more profitable. Through PORTANA's data mining and account aggregation functions, your financial institution has the tools to customize e-mail offers to highly receptive customers. **Cultivate revenue-generating people who have an immediate need for your products.**

Have you wondered why online brokerages are so successful? Essentially, they use multiple delivery channels that provide 24-hour convenience and extend personalized offers to their customers. You will have the tools to beat the competitors at their own game with PORTANA.

Do your Internet customers typically spend one or two minutes on your current Web site? With that "click and run" mentality, it's nearly impossible to expose them to your institution's products and services. **Customers spend time on PORTANA-powered Web sites.** This allows you to substantially maximize your institution's cross-sell opportunities. Just how long are visitors spending on PORTANA?

- A credit union in Texas is experiencing 11:20 average minutes spent on its site.
- Customers of a Pennsylvania institution are spending an average 14:14 minutes on its site.

What kind of results are institutions like yours receiving?

- An Ohio institution is getting 6,980 monthly incremental page views.
- A Pennsylvania bank has 7,472 monthly incremental page views.
- A Texas bank is experiencing 40,824 incremental page views in one month.

What does this mean for your financial institution? Imagine the impact of 40,824

customized online billboards. **That's every month!** You have a powerful tool to create awareness and market the benefits of your financial institution's products and services.

Promote and cross-sell your institution's packaged checking accounts, IRAs, mortgages, loans, home equity loans, auto loans, insurance services, brokerage, credit cards, and more — all with PORTANA.

Want to learn more about improving your financial institution's results? Whether you have a critical need to dramatically improve results or are just curious, mail or fax the information request card today. You'll receive FREE information on PORTANA.

**You can rely on us
to drive customer acquisition and retention successes
and get you unbeatable RESULTS.**

PORTANA begins a long-term relationship that you can't get anywhere else. Together, FISIMadison Financial and FundsXpress give you a unique partnership that provides continuous advancements in technology, content, and marketing ingenuity.

For over 30 years, financial institutions have successfully implemented comprehensive marketing penetration and fee income strategies with our help. You'll benefit from our marketing prowess while driving new and current customers to your e-commerce platform — both today and in the future.

Your institution benefits from our **market-proven strategies** in merchandising, advertising, promotion, and in-branch training — all designed to give you unbeatable results.

**Learn how national banks, community banks and credit unions are getting results from this dynamic e-commerce platform.
Complete the information request card today.
There's no obligation.**

You'll also receive information on account aggregation — PORTANA's newest and most exciting feature. You may have heard that by 2005, experts predict that 90 million consumers will use online aggregation services. We'll show you how account aggregation can **strengthen your ability to acquire and retain customers**.

Why should your institution consider this technology? Because consumers perceive banks and credit unions as a trusted source and best qualified to provide account aggregation.

PORTANA's account aggregation is another dynamic service that boosts overall

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results because once your customers sign up 10 or 12 accounts, they are less likely to move to another institution.

**Ultimately, PORTANA helps your institution
retain a more profitable customer base.**

Learn how you can intensify cross-sell opportunities, strengthen customer retention successes, and get phenomenal results with PORTANA. Complete the RED information request card — you'll find it inside the box, tucked into the pouch on the right side — and drop it in the mail today. For faster service, fax the card to 800-282-9838. I'll rush you FREE information about PORTANA as soon as I hear from you.

Sincerely,

Greg Constantine
Senior Vice President
FISI Interactive

P.S. Drive your success to monumental levels with PORTANA. Strengthen customer retention and long-term loyalty. Remarkably increase awareness of your products and services, and take advantage of profitable cross-sell and 1:1 marketing opportunities. **Do you want unbeatable results?** Then grab the RED information request card that's tucked inside the pouch on the right-hand side, and drop it in the mail. For faster service, fax the card to 800-282-9838. Do so today.

Customized billboards • 1:1 marketing • cross-sell opportunities • branded content • revenue-sharing opportunities • account aggregation • multiple delivery channels • sticky content • community and merchant content • brand-name product offers • secure transactions • e-mail address lists • data mining • comprehensive penetration strategies • merchandising support

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