



News Release/For Immediate Release

April 6, 2010

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CONNECT FINANCIAL SOFTWARE SOLUTIONS WELCOMES NEW VICE PRESIDENT

Joe Long to lead sales and marketing efforts for online banking solution provider

SALT LAKE CITY, UTAH - April 6, 2010 – Connect Financial Software Solutions, LLC has announced the appointment of Joseph (Joe) Long to the position of Vice President. With a successful background in financial technology sales and marketing, Long will spearhead efforts to increase awareness and sales of Connect’s high-quality, feature rich, online banking product in the credit union marketplace.

“I look forward to telling credit unions about the revolutionary benefits of Connect,” says Long. “Though our online banking solution is not new, it remains somewhat of an undiscovered gem,” he adds. “At a time when credit unions are working harder than ever to manage the bottom line, Connect Online Banking enables them to significantly improve their channel efficiencies, which ultimately enhances service, flexibility, and functionality while lowering costs.. As our satisfied credit union clients will tell you, it’s a win-win solution for everyone.”

Long comes to Connect FSS with 15 years of experience in financial institution technology, sales, and relationship management. Until recently, he was a Manager of Relationship Management for Digital Insight, where during his tenure, sales increased an average of 15% annually. He was also instrumental in the turnaround of a partnership alliance that represented more than 100 financial institutions. Prior to working for Digital Insight, Long was the Western Region General Sales Manager for Fiserv. He studied Economics/Business Administration at CSU, Los Angeles, and Business

Management/Marketing at the University of Phoenix.

“By switching to Connect Online Banking, credit unions can materially improve back office productivity and member experience while enjoying significant improvements in service” says Long. “Best of all, credit union members will ultimately be pleased with an online banking solution they’ll love using.”

About Connect Online Banking

Connect Financial Software Solutions, LLC was formed to aid in the development, operations, and management of software solutions for credit unions. With a customer-centric philosophy and cooperative spirit, Connect’s goal is to continuously provide credit unions with superior technology and at a reasonable price.

Connect’s primary product is a leading-edge Online Banking solution. Available as a hosted or in-house solution, Connect Online Banking offers all the online banking features credit unions want, plus a variety of value-added features. Using Connect, members can open accounts online, receive account alerts, view promotions, utilize mobile online banking, pay bills, and access financial transactions directly from a Personal Financial Manager, such as, Quicken[®], or Quickbooks[®].

For more information, contact Joe Long at (303) 622-6999 or email joe.long@connectfss.com. You may also learn more about Connect Financial Software Solutions, LLC by visiting www.connectfss.com.

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