

July 12, 2007

## **Banking Wire**

### **“Now In The Market”**

#### **Nationwide Marketing Wins Awards**

Redlands, Calif.-Nationwide Marketing Solutions won two awards at this year's Marketing Association of Credit Unions annual conference in Seattle, Washington with a Bronze and Silver Award in the Annual Report and Marketing Segment categories.

Nationwide Marketing Solutions offers EasyApps in six turnkey, creative designs along with the ability to customize each one to meet credit unions' compliance standards.

For info: [www.NationwideMarketingSolutions.com](http://www.NationwideMarketingSolutions.com).

#### **CO-OP Releases Two White Papers**

ONTARIO, Calif.-CO-OP Financial Services introduced two white papers at the organization's recently completed 2007 Conference and Annual Shareholder's Meeting: "Evaluating the ATM Insourcing/Outsourcing Decision" and "Analysis of the Incidence of Consolidated Credit and Debit Processing."

"Evaluating the ATM Insourcing/Outsourcing Decision" is designed to guide credit unions through the decision to keep ATM processing in-house or outsource.

"Analysis of the Incidence of Consolidated Credit and Debit Processing," a white paper produced in conjunction with First Annapolis, which provides insights into whether banks and credit unions benefit by consolidating their credit card and debit processing with a single provider.

To download the reports contact Jenni Oberan at [jenni.oberan@co-opfs.org](mailto:jenni.oberan@co-opfs.org).

#### **NewGround Releases WayPoint 2.0**

ST. LOUIS-NewGround, a design/build and retail services firm serving the financial industry, announced the latest version of WayPoint, a diagnostic assessment tool for the alignment of a company's retail service delivery.

NewGround officials said WayPoint 2.0: allows access to up to 100 individuals per organization for surveying to create a strong base comparison; enhanced data collecting allows for advanced comparison between different levels of management, departments or by branch, region or state; drop down explanations provide clearer understanding of results.

For info: [www.newground.com](http://www.newground.com).

#### **MortgageHub Launches Software**

NORCROSS, Ga.-**MortgageHub** released TCL Lite, a version of its TCL (The Construction Lender) construction lending software which has been specifically tailored for use by smaller lenders.

The company said TCL Lite streamlines the system to only provide those functions that smaller lenders require, and allows users to upgrade to the full TCL system at any time.

For info: [www.mortgagehub.com](http://www.mortgagehub.com).

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