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San Francisco Federal Credit Union Reports Increase in Online Account Openings *MeridianLink Platform Supports New Growth*

COSTA MESA, CA and SAN FRANCISCO, CA – November 1, 2011 – San Francisco Federal Credit Union is very pleased with the results from the recent deployment of the MeridianLink platform. “This has had a very positive effect on San Francisco Federal Credit Union,” says Mark Michaels, Vice President of Strategic Development. “Prior to deployment, we were averaging just a few dozen applications per month online. Since we deployed the MeridianLink system to open new accounts, we’ve received hundreds of applications through our online channel, and the majority of these are from individuals new to our credit union.”

One of the primary factors in San Francisco Federal Credit Unions decision to deploy the MeridianLink platform was the seamless integration of new accounts and loan origination in one easy-to-use system. “As part of our strategy to attract a more technically-oriented demographic, we are committed to providing streamlined solutions electronically and online to offer more convenience and better service to our members,” explains Michaels.

San Francisco Federal Credit Union also appreciated the flexibility of the MeridianLink platform. “We liked the fact that MeridianLink was not married to any one core processor, and it could easily and smoothly integrate with all of our third party programs and services,” says Michaels.

San Francisco Federal Credit Union deployed the MeridianLink system to open new accounts both in branch and online in late 2010. They are in the process of adding loan origination online through the MeridianLink platform this fall. “Members will be able to handle everything online,” says Michaels. “They won’t have to come into a branch, unless they want to do so.”

About MeridianLink

MeridianLink, Inc., developer of the industry's first multi-channel account opening and loan origination platform, is a leading provider of enterprise business solutions for over 20,000 end users in the financial services industries. The company's passion for excellence is reflected in their web-based credit reporting, lending, and new membership/account opening technologies, which all 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 San Francisco Federal Credit Union

San Francisco Federal Credit Union is a not-for-profit, community-based financial institution exclusively serving San Francisco since 1954. Today, anyone who lives, works, worships, or attends school in San Francisco may apply for membership. San Francisco Federal Credit Union has received an ongoing superior five-star rating from BauerFinancial, Inc. a renowned independent agency that analyzes the financial conditions of credit unions. Five stars is the highest attainable rating, and San Francisco Federal Credit Union has earned and sustained this rating for over 14 years. San Francisco Federal Credit Union currently serves more than 30,000 members. San Francisco Federal Credit Union strives to be good neighbors and active contributors to the San Francisco community. For more information about San Francisco Federal Credit Union, please call **(415) 775-5377** or visit **www.SanFranciscoFCU.com**.