

# NEWS RELEASE

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## Database Management Services Launches TXT Banking Beta

### *HomeCU's Expanded Credit Union Mobile Banking Services*

BOISE, Idaho - (September 10, 2007) – Database Management Services, Inc. (DMS) today announced the launch of a pilot program to test credit union member mobile text banking via DMS' patent-pending HomeCU TXT Banking services.

"Our customers and their members are accustomed to the convenience of banking with HomeCU's online full service banking platform. HomeCU's TXT Banking, is the logical next step for our home banking products," said DMS Vice President, Jan Brinkerhoff. "Any credit union member with a text-enabled cell phone can use HomeCU's TXT banking without installing special applications and regardless of the member's cell phone provider."

HomeCU's newest home banking product, TXT Banking, provides credit union members who have text-enabled cell phones – youth, to adult, and seniors – with secure round-the-clock access to account information through simple text requests. Credit Unions employing the HomeCU platform can automate TXT Banking to deliver account balances, account history, transfers of funds, loan payments and more through TXT Banking's advanced services.

"We are looking to attract younger members," said Cindy Gribben, CEO of Indiana-based Natco Credit Union. "Our member response to the TXT Banking beta has been positive. So far, everyone that has tried it has loved it. It is easy to use and innovative."

"During this testing phase, members have full access to account information via cell phone text messaging. It is really quite simple," said Joe Pearson, President of DMS. "After texting a simple command and password, the requested information is sent back to the member's pre-registered cell phone. Think of TXT Banking like 'account alerts' – only better. In this case, the member can request an 'instant alert'. And, like 'alerts', the system does not send personal information that could be used for wrongful purposes."

Beta testing DMS' TXT Banking started with one client credit union that is using the HomeCU home banking platform. The next phase of testing quickly moved to an expanded group of client credit unions.

**About Database Management Services, Inc.**

Database Management Services, Inc. (DMS) — a leader and national provider of credit union home banking products — is focused on making online banking and its benefits accessible to all credit unions and their members. DMS is the pioneering company behind the HomeCU services for credit unions. More information about DMS and its HomeCU products can be found at: [www.homecu.com](http://www.homecu.com).

**About HomeCU**

HomeCU – DMS' innovative platform of online and mobile banking solutions – is developed exclusively for use by credit unions. HomeCU's full-featured services for credit unions include multi-factor authentication security and access for all members via computer or cell phone. Proven since 1996, now over 320 credit unions nationwide use HomeCU's cost effective services that integrate securely with data processing systems, check image vendors, and bill pay providers. Additional information and a live demo are available at [www.homecu.com](http://www.homecu.com).

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