



## Intrasweep Announces “Summer of Strength” Campaign, Supports Bank Clients

New York, March 25, 2009—Intrasweep<sup>SM</sup> today announced the launch of its “Summer of Strength” campaign. The campaign provides an opportunity for its client banks to increase deposits and profitability through the unique Intrasweep On-Balance-Sheet Sweep<sup>SM</sup> program. Eligible clients can give their bottom line another kick by increasing their average deposits in the program by 20% or more over their March 1, 2009 level. Intrasweep will waive fees on all deposits over the 20% threshold, through September 30, 2009.

“The promotional program is our way of helping client banks offset costs while encouraging the growth of deposits in a challenging environment,” said John Drahzal, Managing Director of Intrasweep. The campaign was developed after consultation with bank clients, core processors, and key industry groups. “Banks will benefit from the growth of new and existing customer balances and an increase in core deposits, and the limited-time fee waiver will help increase their profitability,” Drahzal adds.

Liquidity and the ability to attract and retain core deposits continues to be the greatest challenge to banks, as evidenced by the nearly 30 banks that have sought relief from the FDIC in 2009 alone.

“We understand the pressures facing our bank clients in today’s market environment and are committed to providing them with a means to acquire low cost deposits,” said Steve Genereau, Director of Bank Sales for Intrasweep. “We want to help them maintain their competitiveness by retaining core deposits, improving liquidity and supporting their local community with our unique On-Balance-Sheet Sweep solution.”

The [Intrasweep On-Balance-Sheet Sweep](#) is a complete cash management solution for banks to grow deposits and improve their balance sheet liquidity while enabling their commercial depositors to earn interest on idle account balances. Because the interest on these commercial sweep balances are held at an account at the bank instead of at an outside money fund or repo sweep program, valuable deposits are retained by the bank as core deposits, which can be used to fund local loan demand.

“We are pleased to be in a position of strength where we can show our support in an environment where every little bit helps,” added Genereau.

### **About Intrasweep<sup>SM</sup>**

Intrasweep<sup>SM</sup> is an innovative bank servicing company dedicated exclusively to supporting the deposit and liquidity needs of banks and their commercial clients. Intrasweep On-Balance-Sheet Sweep, which leverages patent-pending technology, is the only core deposit solution in the marketplace allowing banks to provide interest-bearing accounts to commercial clients. With more than 300 [bank clients](#) nationwide and more than \$5 billion retained on bank balance sheets, Intrasweep offers banks a cash sweep solution that generates more core deposits, improves balance sheet liquidity, facilitates local lending and provides strategic cash management solutions for commercial customers. For more information about Intrasweep, please visit [www.intrasweep.com](http://www.intrasweep.com).

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