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# Market Rates Insight Newsletter

## ProductBuilder Alert (PBA)

Week of January 11th, 2010

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Greetings! :

ProductBuilder Alert is our weekly update with the newest offers and products from financial institutions designed to help them build deposits. Market Rates Insight offers this weekly alert as a complement to ProductBuilder, our fully indexed, completely searchable new product database, so you can cross-tabulate deposits, loans, and tactics to generate new ideas and new strategies to help you increase your institution's number of products per household.

Feel free to contact our sales department to discuss ProductBuilder or any other of our pricing tools. Just send us an email, or call 1-800-275-5556.

Your partner in profit,

Market Rates Insight
 415-448-8800
ProductInsight@MarketRatesInsight.com
www.marketratesinsight.com/new
 Price with Precision

THE COMPETITIVE LANDSCAPE - - - WEEK OF JANUARY 11th, 2010					
Institution Name	City	State	Acquired by	City	State
Choice FCU	Greensboro	NC	Self-Help CU	Durham	NC
El Futuro CU	Porterville	CA	Self-Help FCU	Oakland	CA
Horizon Bank	Bellingham	WA	Washington Federal Savings	Bellingham	WA

NATIONAL PRICING INDICATORS

The national average of the top rates for deposits is yielding to the FDIC rate cap, which became mandatory on January 1, 2010. During the first week of January, the average of the top rates for deposits dropped 3 bps - from 2.30 to 2.27. At the same time, the volume of deposits repricing went up from 23% to 53%, indicating high level of rate changes.

You may view the complete analysis of this and other trends by visiting – www.marketrateinsight.com. Learn more about how MRI can optimize your pricing at <http://marketratesinsight.com/new/optimization.aspx>

Item No	Pub Date	Bank Name	State	Phone	Source	More Info	More like this
4323	1/12/2010	BANK OF AMERICA	CA	800.732.9194	MRI Survey Specialist	More Info	More like this

The bank recently announced the new PowerRewards Visa card that lets customers earn rewards points that can be used to redeem travel, merchandise, gift certificates, or to convert to cash that can be saved or used to pay down card balances. Customers earn one point for every \$1 net retail purchase and there are no limits on how many points that can be earned - with points redeemable for up to five years. Additionally, for a limited time, customers that apply online can earn triple points on gas, grocery and drug store purchases for the first six months.

4324	1/12/2010	BETHPAGE CREDIT UNION	NY	800.628.7070	MRI Survey Specialist	More Info	More like this
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Members that close on an auto loan prior to March 15, 2010 are entered into a sweepstakes to win an all-inclusive vacation to Breezes Resort & Spa in Jamaica. The trip includes roundtrip airfare from JFK airport, hotel accommodations for five nights and meals, drinks and taxes for two adults and two children. Vacation must be taken between March 31, 2010 and March 31, 2011.

4325	1/12/2010	CHARTER OAKS FCU	CT	860.446.8085	MRI Survey Specialist	More Info	More like this
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The CU released a statement to remind members that it will waive early withdrawal CD penalty fees for depositors who lose their jobs or are facing other certain hardships. Available exceptions for waiving these fees include: involuntary loss of employment where the depositor is qualified for unemployment benefits, the death of the CD holder or a member of their immediate family, or a terminal illness experience by the CD holder or a member of their immediate family.

4326	1/12/2010	DOUBLE 11 CREDIT UNION	IN	317.869.1111	MRI Survey Specialist	More Info	More like this
<p>The CU had rolled out a new rewards program that offers members charitable donations, free iTunes downloads and other incentives when added to the CUs free checking and savings accounts. The new "Kasasa banking products" are free accounts, with no minimum balance, no monthly fees, free online banking and nationwide ATM fee refunds.</p> <ul style="list-style-type: none"> · Kasasa Cash - A free checking account that pays high interest in cash every month. · Kasasa Saver - A high interest saver account linked to a Kasasa Cash checking account. The high interest and ATM fee refunds earned in the Kasasa Cash account are automatically deposited into the Kasasa Saver account each month. <p>The balance in the Kasasa Saver account also earns a high rate of interest. To receive the Kasasa account benefits, accountholders need to meet easy monthly qualifications, including receiving an eStatement, accessing online banking, using a debit card and making an electronic transaction.</p>							
4327	1/12/2010	GUARANTY BANK	WI	414.362.4636	MRI Survey Specialist	More Info	More like this
<p>The bank is teaming with local radio station B93.3 and Ultimate Beach tan to release the Bee Tunes CD. The net proceeds will benefit the Penfield Children's Center (a Non-profit agency dedicated to helping infants and young children with special needs." The CD will be available at all Guaranty Bank branches in southeastern Wisconsin for \$10 and includes music by Bryan Adams, Maroon 5 and Counting Crows among others.</p>							
4328	1/12/2010	NORTH CAROLINA STATE EMPLOYEES CREDIT UNION	NC	919.807.8300	MRI Survey Specialist	More Info	More like this
<p>The CU recently announced an enhancement to their Overdraft protection program called "NSF Fee Free Days" which will provide some basic overdraft protection for all of its members. The program allows members to waive the \$12 NSF fees on two separate days during the calendar year. Regardless of the number of timers marked as NSF on either of the two days, SECU will return the items to the payee but waive the SECU fees.</p>							
4329	1/12/2010	UNION BANK	CA	800.238.4486	MRI Survey Specialist	More Info	More like this

Customers that open a Free Checking account prior to 2/28/2010 and establish and maintain an ongoing direct deposit of \$100 or more OR make 3 online bill payments (to three different payees) receive a \$50 Nijiya Gift Certificate.

Did you miss last week's Product Builder Alert?

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Visit [www.marketratesinsight.com](http://www.marketratesinsight.com) to view the [video version](#) of the report or access our [report archive](#).

**Contact Information:**

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PBA ALERT

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