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# Market Rates Insight Newsletter

## ProductBuilder Alert (PBA)

**Week of February 8th, 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 FEBRUARY 8th, 2010					
Institution Name	City	State	Acquired by	City	State
Mountain High FCU	Spanish Fork	UT	America First CU	Ogden	UT
1st American State Bank of Minnesota	Hancock	MN	Community Development Bank FSB	Ogema	MN

NATIONAL PRICING INDICATORS

The national average for deposits hit a new low at the end of January of 2010 when it reached an **APY of 1.41**. This is the lowest APY average in ten years. The last time the average APY for deposits was as low...[\(More\)](#)

Item No	Pub Date	Bank Name	State	Phone	Source	More Info	More Like This
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4354	2/9/2010	ALLIED FIRST BANK	IL	800.272.3286	MRI Survey Specialist	More Info	More like this
<p>The bank claims to be the first bank in the country with an indoor basketball court built into their main branch. The court is open to employees and bank customers during business hours and the bank holds numerous fundraisers (such as the YMCA Turkey Shoot) throughout the year with the court as a focal point.</p>							
4355	2/9/2010	CAPITAL ONE BANK	VA	866.871.2511	MRI Survey Specialist	More Info	More like this
<p>The bank's "InterestPlus" online savings account must be opened online and earns an APY of 1.45% on balances of more the \$2,500. In addition, customers that keep an average monthly balance of \$15,000 or more can earn a quarterly bonus equal to 10% of the interest earned on the account in the previous quarter.</p>							
4356	2/9/2010	CHINO FEDERAL CREDIT UNION	CA	575.388.2511	MRI Survey Specialist	More Info	More like this
<p>In an attempt to give back to the community and promote a new member drive, the CU rented out a local Shell gasoline for one hour last Saturday and offered all drivers gasoline for \$1.99 a gallon.</p>							
4357	2/9/2010	MICHIGAN STATE EMPLOYEES FCU	MI	517.333.2250	MRI Survey Specialist	More Info	More like this
<p>The FCU recently announced the 10 winners of the "Financially Made" contest, a financial education/saving program aimed at turning teens ages 12-18 into financially-savvy consumer. The program combines financial education with match deposits in hope of encourages to begin - and continue- practicing good financial habits. The FCU will establish a savings account for each of the students and match any deposits made during the savings period designated up to \$500. The saving phase begins on February 1, 2010 and goes through May 31, 2010.</p>							
4358	2/9/2010	NORTHWEST FEDERAL CREDIT UNION	VA	703.234.2941	CREDIT UNION JOURNAL	More Info	More like this

The FCU has published a children's book to help parents educate their children on the importance of savings, spending and sharing money wisely. In the book, "Westie's Triple-Decker Decision", Westie, the FCU's West Highland Terrier mascot, comes to his own conclusions about how to best spend his allowance.

4359	2/9/2010	US BANK	CO	303.585.8585	MRI Survey Specialist	More Info	More like this
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Customers are being encouraged to register their debit cards online to qualify for the bank's "Get Ahead in 2010" Sweepstakes. From January 15th - February 28th, each purchase made with any eligible, registered US Bank Visa Card enters them for a chance to win \$10,000. Both personal and small business accounts qualify for the promotion. Additionally, the bank has six weekly prizes of \$500 and after they register a card online, customers are asked to tell us how you would use a \$5,000 prize to get ahead in 2010. Then get friends, family and colleagues to vote for your story via Facebook, Twitter and more. The story with the most votes by February 28 wins.

4360	2/9/2010	WATER AND POWER CREDIT UNION	CA	212.580.1625	MRI Survey Specialist	More Info	More like this
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Just in time for Valentine's Day, Water and Power Community Credit Union (WPCCU) is offering a "MatriMoney" wedding registry savings account to help carry engaged couples over the threshold of their new life together. The MatriMoney wedding cash registry allows couples to establish a special interest-bearing savings account which can be used to help couples save cash wedding gifts towards big ticket items such as honeymoon expenses, furniture or a down payment on a house. WPCCU gives MatriMoney instruction cards for engaged couples to include their wedding invitations, and gift givers receive cash gift acknowledgement cards to announce their gift to the lucky couple.

Did you miss last week's Product Builder Alert?

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**Contact Information:**

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PBA ALERT

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