



~~~~~

# Market Rates Insight Newsletter

## ProductBuilder Alert (PBA)

**Week of March 1st, 2010**

~~~~~

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 email us 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 MARCH 1st, 2010					
Former Institution Name	City	State	Acquired by	City	State
Mutual Diversified Employees FCU	Santa Ana	CA	SchoolsFirst FCU	Santa Ana	CA
Friendship Community FCU	Clarksdale	MS	Shreveport FCU	Shrevertport	LA
The Times-Picayune Employees FCU	New Orleans	LA	New Orleans Firemen's FCU	Metairie	LA
Rainier Pacific Bank	Tacoma	WA	Umpqua Bank	Roseburg	OR
Carson River Community Bank	Carson City	NV	Heritage Bank of Nevada	Reno	NV

NATIONAL PRICING INDICATORS

Consumers are continually shying away from short-term deposits, opting for longer-term commitment of over one year. As of December 2009, short-term deposits of up to one year declined from \$2,729 billion to \$2,227 billion. A decline of \$502 billion, or 18.4 percent. At the same time, deposits

Also, a reminder about [Predictive Analytics](#). If you would like to receive your complimentary copy of forecasted deposit rates for March 2010, [just let me know](#).

Item No	Pub Date	Bank Name	State	Phone	Source	More Info	More like this
4378	3/2/2010	CITY COUNTY CREDIT UNION	FL	954.745.2400	MRI Survey Specialist	More Info	More like this

In partnership with the United Nations environment program (UNEP) the credit union has agreed to plant a tree for every customer that signs up for e-Statements (as an alternative to paper statements) through their website.

4379	3/2/2010	COMERICA	TX	800.292.1300	MRI Survey Specialist	More Info	More like this
------	----------	----------	----	--------------	-----------------------	---------------------------	--------------------------------

Customers that establish a new qualifying Small Business Checking account or add additional qualifying services to an existing account before March 12, 2010 and initiate at least five transactions in a statement cycle can qualify for the bank's Small Business Growth Package to earn up to \$400. Participation in the program begins the first full calendar month after the business has registered for the offer online and payouts occur on the following business additions:

- \$50 bonus for customers that open and use a small business credit card
- \$100 bonus for opening a business check card and using it six times a month for six consecutive months
- \$75 bonus for signing up for and using one of the following treasury management services:
 - § Comerica Payment Solution Package
 - § Fraud Prevention Package
 - § Cash Flow Package
 - § Business Deposit Capture
- \$100 bonus for use of merchant card processing services
- \$75 bonus for signing up for online bill pay and making an average of 6 or more payments for 6 consecutive months

The program and bonuses end November 30th, 2010.

4380	3/2/2010	ESL FEDERAL CREDIT UNION	NY	586.336.1000	MRI Survey Specialist	More Info	More like this
------	----------	--------------------------	----	--------------	-----------------------	---------------------------	--------------------------------

In celebration of the opening of the new corporate office, the FCU is holding a poetry contest with the theme "It's good to be home..." for youth in grades 1-8 from the greater Rochester and surrounding areas. Entries must be original and 20 lines or less. Three winners will be selected (one from each of the following age groups: 1st -2nd grade, 3rd-5th grade, and 6th-8th grade)

and winners will receive a \$100 savings bond in this co-sponsored promotion between ESL FCU and Writers & Books. All entries must be submitted by May 5th, 2010 to qualify.

4381	3/2/2010	FREEDOM CREDIT UNION	PA	800.919.2872	MRI Survey Specialist	More Info	More like this
------	----------	----------------------	----	--------------	-----------------------------	---------------------------	--------------------------------

The Credit Union currently is offering a fixed rate card promotion of 8.9% on purchases and cash advances. When opened customers can also earn \$50 cash back on combined purchases of \$100 or more within 75 days. The card has no annual fee and no fees for low-usage, balance transfers or cash advances and credit limits up to \$20,000 are available.

4382	3/2/2010	HOMESTREET BANK	WA	800.719.8080	MRI Survey Specialist	More Info	More like this
------	----------	-----------------	----	--------------	-----------------------------	---------------------------	--------------------------------

The bank's "Ultimate Flex CD" is a 3Y CD that requires \$5,000 to open and will earn a 2.35% APY. Customers may withdraw all or a part of the funds in the account without penalty once during the first five business days following each annual anniversary of the account opening date.

4383	3/2/2010	DEPARTMENT OF CONSUMER AFFAIRS	NY	212.487.4283	MRI Survey Specialist	More Info	More like this
------	----------	--------------------------------	----	--------------	-----------------------------	---------------------------	--------------------------------

In response to a recent announcement that more than 825,000 adult New Yorkers do not have bank account and instead use fringe financial service like check cashes to pay bills, cash payroll checking and buy money orders, the city has teamed with local financial institutions to offer the SafeStart Bank account, the City's first banking product available to all New Yorkers.

The account, which can never be overdrawn, is being offered in partnership with Amalgamated Bank, Bethex Federal Credit Union, Brooklyn Cooperative Federal Credit Union, Capital One Bank, Carver Federal Savings Bank, Checkspring, Lower East Side Peoples Federal Credit Union M&T Bank, Neighborhood Trust Federal Credit Union and Union Settlement Federal Credit Union.

Any New Yorker is eligible to open a NYC SafeStart Account, which, for the first two years, includes:

- No overdraft fees
- No monthly fees, provided minimum balances are met
- Minimum balance requirements of \$25 or less
- ATM Card

4384	3/2/2010	TORREY PINES BANK	CA	858.259.5300	MRI Survey Specialist	More Info	More like this
------	----------	-------------------	----	--------------	-----------------------------	---------------------------	--------------------------------

The bank recently announced the WalTree program, which allows customers to have up to five times a single bank's FDIC coverage through the five affiliate banks of Western Alliance Bancorporation while maintain one bank contact, one confirmations and one rate.

4385	3/2/2010	WESTFIELD BANK	MA	413.786.8590	MRI Survey	More Info	More like this
------	----------	----------------	----	--------------	---------------	---------------------------	--------------------------------

The bank's New Future Fund Scholarship Program will award seven \$1,000 higher education scholarships to graduating seniors. Seniors can download and print an online application and must submit a 250-word writing assignment with the theme, "If you were awarded this scholarship, what would the press release say about you?" Applications and the assignments must be received by March 31, 2010 and winners will be notified on May 3rd with an awards ceremony held later in the month.

Did you miss last week's Product Builder Alert?



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

**Contact Information:**

~~~~~

PBA ALERT

Market Rates Insight, Inc.
415.448.8803 (direct) | 800.275.5556 (main) | 415.259.0701 (fax)

ProductInsight@MarketRatesInsight.com
<http://www.MarketRatesInsight.com/new>

Better Profits Through Better Intelligence
****Celebrating Our 24th Year!****

~~~~~