



FOR IMMEDIATE RELEASE

## **Market Rates Insight Adds Complimentary Reports and Vcasts Featuring Deposit Pricing Indicators and New Banking Offers**

*Weekly Updates on Leading Financial Indicators and New Product Innovations Offered  
to Help Financial Institutions Compete in Tough Economy*

SAN ANSELMO, Calif. (June 22, 2009) – Market Rates Insight (MRI, [www.marketratesinsight.com](http://www.marketratesinsight.com)), a leading research firm that tracks rates for deposits, loans, and fees to help financial institutions price with precision, is now offering two free research reports to help the banking community keep track of deposit pricing trends and new product bundles and delivery methods. MRI is now posting weekly versions of its National Pricing Indicator and ProductBuilder Alert reports to its web site in both video presentation and PDF formats to help the financial community stay current with deposit trends.

“In today’s economic environment, finance and marketing executives need more than just plain competitive information – they need competitive analysis. Our job is to provide banks and credit unions with practical knowledge to support their pricing decisions,” said Dr. Dan Geller, Executive Vice President of Market Rates Insight.

The National Pricing Indicator report is a weekly pricing survey of deposit products that provides a snapshot of the direction of Average Percentage Yield (APY) and the volume of repricing for deposit products such as CDs and Money Market accounts. The report includes four indices: a weekly APY index, a Premium APY index, a repricing index, and a historical APY index. It is designed to track general trends across the country, and to reveal major pricing movement within MRI’s daily geographic competitive market research.

MRI also is offering a weekly ProductBuilder Alert update, which profiles the latest in banking and credit union products and product bundles. This weekly report highlights the latest in deposit and loan products from institutions nationwide, and helps keep the financial community up to date on new offers and product trends for product development. ProductBuilder Alert is an extension of MRI’s searchable ProductBuilder database of 20 years of banking products.

Both reports are updated every seven days and available as either streaming video reports or in PDF form. Interested professionals can subscribe to either report at [www.marketratesinsight.com](http://www.marketratesinsight.com).

## **About Market Rates Insight**

For more than two decades, Market Rates Insight (MRI) has been helping subscribers price with precision by providing banks, thrifts, credit unions, and other financial institutions with accurate market intelligence on deposits, loans, and fees. MRI uses deposit surveys, mortgage and consumer loan surveys, fee and feature studies, scanned ads, new product alerts, and market share and money fund reports to give subscribers the intelligence they need to profitably react to emerging trends. MRI's products include customized, web-enabled market research tools that report on rates, as well as online searchable databases, gauges, alerts, and dashboards that aggregate key client data to provide real-time views on how they stack up against market competitors.

Market Rates Insight is located in San Anselmo, California. For more information, see [www.marketratesinsight.com](http://www.marketratesinsight.com).

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