KIVA Group and MeridianLink Partner to Help
Financial Institutions Drive Sales and Enhance Service

*Companies integrate KIVA's unified customer interaction solutions
with MeridianLink's account opening and loan origination platform*

BEDFORD, NH and COSTA MESA, Calif., September 16, 2010 – KIVA Group, Inc., a provider of unified customer interaction and experience management software, and MeridianLink, developer of the industry's first multi-channel account opening and loan origination platform, announced today an integration partnership. The companies have joined forces to give community and regional financial institutions the ability to expedite the fulfillment of service requests, create a more personalized experience for each customer/member – with every interaction, at every touch point – and capture valuable cross-selling opportunities.

In an environment of compressed net interest margins and heightened regulatory scrutiny, it's never been more crucial for financial institutions to create new revenue streams and maintain profitable customer/member relationships. By integrating KIVA Group's Respect 7 applications with MeridianLink's Xpress Accounts and LoansPQ software, the companies have created an end-to-end solution for banks and credit unions to manage service requests on their deposit and loan products, speed problem resolution and present and track sales offers specifically tailored to each customer/member. As a result, they are able to provide more responsive service and achieve greater efficiency, ultimately, freeing their customer or member service representatives to take on a more consultative role. Representatives gain at their fingertips the information they need to identify opportunities for expanding each relationship and take action to improve sales.

"In today's busy, mobile society, it's critical for financial institutions to instill a high level of convenience," says Tim Nguyen, chief technology officer for MeridianLink. "From the customer's perspective, the number one factor in choosing a financial institution is convenient service. Integrating our multi-channel account opening and loan origination platform with KIVA Group's software solutions to optimize multiple delivery channels will enable financial institutions to offer great service to their customers."

With this integration, the prequalification and sales offer data presented in MeridianLink's solution is stored in KIVA's single, Microsoft .NET platform where it can be tracked and automatically routed to customer or member service representatives or to a sales team in the back office for follow-up. KIVA's applications deliver a robust, personalized profile that presents all interaction history for each customer/member and allows institutions to customize a workflow for optimizing opportunity management. The company's technology enables institutions to easily access this transaction and sales information when a customer or member interacts with them, regardless of the channel.

The open architectures of the companies' respective solutions allow for a seamless interface to one another and almost effortless integration to a bank's or credit union's core system. The technology for this end-to-end solution can be deployed at community and regional financial institutions using virtually any core system.

"We have worked closely with MeridianLink to bring multi-channel accessibility to automated account setup and incorporate follow-up sales and service on a personalized basis," said Michael Baker, president and CEO of KIVA Group, Inc. "Whether a customer contacts the branch, call center or Web, financial institutions can now provide them with a consistent and more satisfying experience. By eliminating manual processes, we're equipping customer and member service representatives to more efficiently and successfully identify and capture new revenue opportunities."

About MeridianLink
MeridianLink, Inc., developer of the industry's first multi-channel account opening and loan origination platform, is a leading provider of enterprise business solutions for over 26,000 end users in the financial services industries. The company's passion for excellence is reflected in their web-based credit reporting, lending, and new membership/deposit opening technologies, which all enjoy solid reputations as being cutting edge, reliable, and affordable. Based in Costa Mesa, California, MeridianLink is committed to creating "Smart Solutions" that deliver "Real Value." For more information, visit www.meridianlink.com.

About KIVA Group
KIVA Group is a global provider of unified customer interaction and experience management software that helps financial institutions to integrate and optimize their multiple delivery channels to achieve sales success through exceptional service. Respect^{TM} 7, the company's technology platform and suite of applications, is enabling banks and credit unions worldwide to connect the customer, product and services information they need to create a more satisfying experience with each interaction. These teller, branch, internet, call center, IVR, marketing and sales software products can be implemented as point solutions or as part of a strategic initiative to completely unify the enterprise. For more information, contact us at 866.212.2225 or visit www.kivagroup.com.

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