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**HARLAND CLARKE MARKETING SERVICES LAUNCHES SOLUTION TO HELP
FINANCIAL INSTITUTIONS ACQUIRE NEW ACCOUNTS**

Acquisition Accelerator™ Designed To Be the Intelligent Answer for Deposit Growth

SAN ANTONIO, TX – May 22, 2008 – Financial institutions that want to acquire and grow their core deposit accounts can now get help from one of the most trusted names in the industry. Acquisition Accelerator™ is the most recent intelligence-based solution from **Harland Clarke Marketing Services**. Designed to deliver a comprehensive, targeted and cost-effective approach to acquiring quality account holders at a desirable volume level, Acquisition Accelerator is built on a foundation of Harland Clarke's direct marketing expertise, proven client results and industry best practices.

Obtaining quality deposits is a long-term goal for both banks and credit unions. A Federal Reserve Survey of Consumer Finances stated that in the two decades spanning 1985 to 2005, the percentage of household assets in deposit accounts shrunk from nearly one-third to less than ten percent. More recently, according to the FDIC, Industry Net Interest Margin dipped to 3.29% at the end of 2007 – the lowest level since 1988. These trends make it more important than ever that financial institutions use efficient and effective methods for acquiring new accounts.

Acquisition Accelerator is unique in its ability to support a range of financial institution strategies with a combination of **audience selection models, creative development** and **direct mail execution**.

(more)

When asked why they selected Harland Clarke Marketing Services for their acquisition program, **Mike Allred with Zions Bank's Corporate Marketing and Communications Division** responded, "We searched very hard for a partner who shared our vision for direct mail and we found it with Harland Clarke Marketing Services. Many firms in this business may excel in the creative arena, or in strategy or analytics. It's rare to find one that excels in all three – and Harland Clarke Marketing Services does just that. We're excited to have a partner of this caliber who is genuinely interested in our success."

Demonstrating the power of Acquisition Accelerator, Zions Bank experienced significant improvement in performance utilizing this solution. Harland Clarke Marketing Services first evaluated and refined the audience targets, then refreshed Zions Bank's creative approach. It next developed and delivered an effective acquisition strategy. The result was that Zions Bank's overall number of new accounts grew and the average account value increased – all while the per-piece expense of the direct mail program was reduced. Twelve months following the implementation of the revised acquisition campaign, Zions Bank's total deposit generation was up 45 percent and average account size increased 51 percent among prospects.

Acquisition Accelerator was designed to work as the ideal companion to Intelligent Onboarding™, Harland Clarke Marketing Services' solution that helps banks and credit unions transform new accounts into satisfied, long-term profitable relationships. It does this through an ongoing, integrated process that engages new account holders. Together, these programs deliver a comprehensive approach to acquiring, growing and retaining valuable relationships.

"Stable core deposits are vital to the strength and performance of banks and credit unions," said **Steve Albright, Executive Vice President of Harland Clarke Marketing Services**. "Acquisition Accelerator paired with Intelligent Onboarding can help financial institutions achieve real incremental deposit growth. That is the mission of Harland Clarke Marketing Services – to help financial institutions measurably improve performance through smart, innovative marketing solutions that get results."

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About Harland Clarke Corp. Harland Clarke Corp. is a leading provider of integrated payment solutions, marketing services and technology solutions. It serves approximately 15,000 financial institutions, as well as major investment firms, business-to-business clients, small businesses, and individual consumers. With its corporate headquarters in San Antonio, Texas and a regional headquarters in Decatur, Georgia, Harland Clarke employs approximately 5,800 people and has manufacturing facilities nationwide. Harland Clarke Corp. is a wholly-owned subsidiary of Harland Clarke Holdings Corp., which is also the parent company of Harland Financial Solutions Inc. and Scantron Corporation.