



Press Release

4/26/2010

FOR IMMEDIATE RELEASE:

**DocuMatix Announces DocuMatix PURLs for marketing campaigns  
and Turn-Key solution for Reg E Overdraft Opt-In**

SALT LAKE CITY (April 26, 2010) - DocuMatix, LLC announced today the availability of a new product called DocuMatix PURLs. DocuMatix PURLs can compliment your direct mail or email marketing campaigns by adding custom landing pages that are personalized with each subscriber's name (*email.yourdomain.com/firstname\_lastname*).

DocuMatix PURLs also comes complete with a turn-key solution to help you with the Reg E overdraft opt-in requirements. However, what makes the DocuMatix PURLs solution so appealing is that the member/customer doesn't have to provide any personal identifiable information to opt-in.

The DocuMatix PURLs module is available as a stand-alone product, and is also a standard application within the DocuMatix Product Suite.

About DocuMatix

DocuMatix, LLC, is a trusted and secure provider of on-line marketing tools and financial calculators used by over 300 financial institutions. DocuMatix services include traditional and trigger-based email marketing, financial calculators, secure web forms, event registrations, surveys, web polls, e-Alerts, PURLs, RSS and Text Messaging.

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DocuMatix

Simple. Powerful. Effective.