



TRANSACTION NEWS, a publication of RKG, Inc., is a complimentary monthly electronic newsletter that provides news, insight and advice for professionals in the financial services and transaction processing arenas. Regular features include product news, company news, success stories, people news, and industry briefs.

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Bank Touts BSG Financial's Electronic Check Recovery Solution *- Sanford Institution for Savings selects Re\$ubmitt -*

LAS VEGAS, Nov. 13, 2007 – BSG Financial, LLC, a provider of profit-enhancing programs and marketing services to the financial industry, announced at the 2007 BAI Retail Delivery Conference and Expo that Sanford, Maine-based Sanford Institution for Savings (SIS), with more than \$418 million in assets, has implemented Re\$ubmitt®, BSG Financial's electronic check and item recovery solution.

According to bank officials, BSG Financial and Re\$ubmitt's endorsement by the Maine Association of Community Bankers' Community Bank Partners piqued the bank's interest, as it looked to attract and retain business account holders. Re\$ubmitt enables the bank to centralize electronic check and item recovery, enhance collection services and increase non-interest income, while achieving its goal of establishing a competitive advantage in its marketplace.

"We were searching for a service that would enhance our Business Checking Account offering, while directly and positively impacting our account holders," said Jerry Bshara, executive vice president and chief operation officer of SIS. "BSG Financial's Re\$ubmitt met our needs as well as those of our customers. Not only is our bank operating more efficiently, but our customers are appreciative of a service that minimizes their involvement in the check collection process and increases actual funds collected."

Re\$ubmitt enables a bank's business customers to significantly increase the collection rates of returned deposit items, including checks and other electronic items, by electronically re-presenting non-sufficient funds (NSF) items to a check writer's account

for payment. The program can double collections on returned items, while allowing the business to spend less time on collections.

“By offering Re\$ubmitIt at no cost to its business customers, Sanford Institution of Savings has strengthened business account relationships, while also generating income for themselves,” said Barrett Nichols, founder and CEO of BSG Financial. “Banks today must understand and anticipate the needs of account holders, while also evaluating and selecting technology and vendor partners. Re\$ubmitIt and BSG Financial make both aspects of the decision-making and implementing process efficient and effective.”

About Sanford Institution for Savings Sanford Institution for Savings

Sanford Institution for Savings Sanford Institution for Savings (SIS) was founded and chartered by the State of Maine in 1933. Headquartered in downtown Sanford, SIS has an extensive history of helping families and businesses achieve their financial goals. The bank's financial strength and its full service product offerings makes SIS uniquely prepared to remain the bank of choice in Southern Maine and New Hampshire. For more information about the company, visit www.banksis.com.

About BSG Financial, LLC

Louisville, Ky.-based BSG Financial develops and manages innovative, profit-enhancing programs for the financial industry. In addition to Re\$ubmitIt, the company offers CourtesyConnect®, the industry's first Web-based overdraft management system, and a Sale/Leaseback program to help banks and credit unions generate capital from non-earning depreciated assets. BSG Financial, recognized by Bank Technology News as an industry innovator, is privately owned and serves financial institutions nationwide whose assets range from \$100 million to more than \$32 billion. For more information about the company, visit www.BSGfinancial.com.