

FOR IMMEDIATE RELEASE

COMPLIANCE COACH®

Compliance Coach Announces Mid-America Credit Union Association Endorses its Compliance Solutions

Mid-America Credit Union Association endorses Compliance Coach's industry leading regulatory compliance solutions to its member credit unions and affiliates

SAN DIEGO (September 18, 2008) - Compliance Coach Inc., a leading provider of automated regulatory compliance solutions to the financial services industry, today announced that Mid-America Credit Union Association has endorsed its Regulatory University and CompliancePal software solutions.

Regulatory University is the nation's most comprehensive and effective regulatory compliance e-learning solution for financial institutions. It contains over 250 Web-based courses on a variety of topics for enterprise-wide compliance training. The solution also contains a state-of-the-art learning management system with detailed tracking and risk-based reporting and analytics that are necessary to pass regulatory examinations.

CompliancePal is the company's latest revolutionary Web-based software that uses a unique five-step system to enable compliance with the FACT Act Identity Theft Red Flags Rule. The software enables entities to comply more quickly, and with less effort. The software walks the user through a series of questions and produces: the required risk assessment; the mapping of red flags to appropriate detection and response procedures; the written program; the training materials; and the compliance status report, everything necessary to pass an audit. The software is updated regularly to address new identity theft schemes and red flags so a company can easily update its identity theft program and maintain compliance.

"We are honored that Mid-America Credit Union Association, a leading trade association in the credit union industry, has endorsed our Regulatory University and CompliancePal solutions" said Sai Huda, chairman and CEO, Compliance Coach. "Both solutions provide unmatched value propositions for credit unions to manage regulatory compliance risk," continued Huda.

"We are thrilled to endorse two automated, best-in-class online tools powered by one of the nation's leading providers of regulatory compliance solutions. Regulatory University and CompliancePal are well-established products developed by Compliance Coach," said Travis Kasten, vice president, Mid-America Credit Union Association. "Both products specialize in mitigating compliance risk within the credit union community. Regulatory University is a complete e-learning solution packed with superior content, risk based reporting, quality service, and much more, while CompliancePal allows our affiliates to quickly get into and stay into compliance with the Identity Theft Red Flags Rule," continued Kasten.

-- More --

"The Identity Theft Red Flags Rule is a major concern for our Credit Union affiliates. That is why we have endorsed CompliancePal, the nation's most popular, efficient and affordable solution for complying with the FACT Act Identity Theft Red Flags Rule," said Jeremy Morris, compliance specialist, Mid-America Credit Union Association. "Their methodical approach using the '5 easy steps' really does save time and money. Hundreds of credit unions are now using this tool and it is an honor to recommend it to our members," continued Morris.

"We look forward to partnering with Mid-America Credit Union Association to enable their member credit unions and affiliates fully leverage our solutions," said John Pinto, vice president, Compliance Coach. "Both solutions will save time, money and mitigate regulatory compliance risk effectively for credit unions" continued Pinto.

About Mid-America Credit Union Association

The Mid-America Credit Union Association, headquartered in Bismarck, North Dakota, is the trade association of credit unions in the Dakotas. The Association is an educational and informational resource—a place to turn for answers. By linking member credit unions with the values, methods, and techniques developed by the movement, the Association enriches credit union growth and stability. It is the credit unions' voice in the halls of government and is a liaison with the news media. The Association monitors all legislation affecting credit unions at each state level to assure that the interests of its members are utmost in the minds of legislators. On the national level, the Association works with CUNA's Washington office to help guide and develop the passage of national legislation of importance to credit unions. The Mid-America Credit Union Association's affiliate, the Service Corporation, offers personal service to credit unions by supplying cost-effective products and services needed for their operations. For further information, visit: <http://www.midamericacua.coop/cu>.

About Compliance Coach, Inc.

Compliance Coach Inc., is a leading provider of automated regulatory compliance solutions to the financial services industry. Seven of the top 10 banks and hundreds of banks and credit unions throughout the U.S. rely on Compliance Coach's solutions and services to mitigate compliance risk. Its products and services are supported by an in-house team of nationally recognized legal, compliance and technology experts. The company is privately held and venture capital backed by four of the top 10 banks: Wells Fargo, Bank of America, Citigroup and Washington Mutual are the company's primary investors. It is based in San Diego, California and has a regulatory relations office in Washington, D.C. For further information, visit <http://www.compliancecoach.com>.

Compliance Coach® is a registered trademark and Regulatory University™ and CompliancePal™ are trademarks of Compliance Coach, Inc. Patents pending. Copyright © 2008 Compliance Coach, Inc. All rights reserved.

Contacts

Jason Kirshner / Shana Starr

RMS Public Relations

Tel: 949-579-9569 x 801/802

Email: Jason-PR@RMS-Biz.com / Shana-PR@RMS-Biz.com