



**BANKING-SPECIFIC CRM/SFA INTEGRATED WITH LOYALTY PROGRAM  
MAKES RECOMMENDING THE RIGHT PRODUCTS AND REWARDING CUSTOMERS EASY**

**AUSTIN, TX & DOVER, NH – JULY 18, 2011 - FOR IMMEDIATE RELEASE** - CoreTrac, Inc., a leader in banking-specific Client Relationship Management (CRM) and Sales Force Automation (SFA) solutions for community banks and credit unions today announced a strategic partnership with RewardsNOW, Inc. a leader in turnkey loyalty programs for financial institutions. By teaming together, the two companies are able to offer institutions a way to more effectively cross-sell products with CoreTrac’s technology while rewarding behaviors that result in transactions through RewardsNOW loyalty programs. “This strategic alliance is a good fit for both organizations and brings value to our respective client bases,” said Alan Buhler, Executive Vice President at CoreTrac. “We are able to provide two dynamic tools for banks and credit unions that help make the best product/service recommendations based on the historical activity of the customer... and then reward for those behaviors.”

CoreTrac’s banking-specific contact management and sales automation software called ResourceOne provides community banks and credit unions with access to a robust suite of technology solutions that deliver profitable cross-sell opportunities to the right customers at the right time. Combined with the RewardsNOW loyalty programs, it gives banks and credit unions a real competitive edge. “Legislation, revenue erosion, and a soft economy have left financial institutions looking for additional revenue sources and ways to hold on to their clients,” said Steve VanFleet, RewardsNOW President & CEO. “Our strategic alliance with CoreTrac provides a unique opportunity for financial institutions seeking integrated technology solutions to achieve their business objectives of targeting more profitable client behaviors.”

**About CoreTrac, Inc.**

CoreTrac, Inc. is a privately held corporation with its headquarters in Austin, Texas. The company is dedicated exclusively to providing its easy-to-use and affordable CRM/SFA solutions, ResourceOne and

LINK, to community financial institutions. The ResourceOne solution delivers the power to manage opportunities through lead and referral tracking, contact and pipeline management, next-best product cross-sell recommendation, profitability tracking, service center case management, up-to-date marketing campaigns, employee performance management, and on-demand management reports.

**About RewardsNOW, Inc.**

Named to the Inc. 5000 for the past five consecutive years as one of the most rapidly growing privately held companies in U.S., RewardsNOW, Inc. is a premiere, independent provider of turnkey Loyalty Programs. For 15 years, RewardsNOW has been helping create robust Loyalty Programs that promote individual success for some of the best financial service providers in the country. RewardsNOW is uniquely positioned as one of the few loyalty program providers with expertise/experience in enterprise-wide programs.

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