

For Immediate Release

NorthStar Bank Selects Technology Management Resources' *CITATION*TM *e-Remit* Lockbox Solution Community Bank Cites Solutions' Scalability, Flexibility and Cost Savings

Altamonte Springs, FL.... NorthStar Bank, one of Tampa's newest community banks, has chosen the *CITATION*TM *e-Remit* payments processing solution by Technology Management Resources, Inc. (TMR) to enable it to compete against large, regional banks by providing business customers with the affordable Treasury Management services they need.

TMR's lockbox solution will "enhance our full-service cash management capability, helping us compete effectively against large regional banks, but with the personal service of a community bank," said Scott Jacobsen, Sr. Vice President at NorthStar. "Our goal is to use *e-Remit* as a Treasury Management tool to expand existing relationships and attract new business clients."

Jacobsen said that the bank will focus on local commercial clients, particularly medical professionals, insurance companies and property managers. The *e-Remit* solution allows the bank to give their clients localized payment addresses, highly desired by businesses that don't want their customers mailing payments to distant cities, as is often the case with the recent consolidation of operations at regional and national banks. The service will include TMR's *e-Scan* module with the ability to create images of remittance documents from coupon to full page, and *i-View* giving business clients secure, web access to their transaction data and images.

Jacobsen noted that NorthStar chose TMR's solution because it provides flexibility and scalability of the service without unduly burdening the customer or the bank with unnecessary costs. The solution will help reach "our goal of increasing non-interest bearing deposits and fee income," he said.

Tim Clifford, TMR President, said, "NorthStar is an example of the new type of progressive, customer-centric community bank we see emerging in the changing economy. These institutions recognize the power of payments processing to build long-term relationships with accounts that, in exchange for a critical service, will deliver low-cost, or even no-cost core deposits and generate new fee income. We're delighted that NorthStar chose *CITATION*TM *e-Remit* to deliver on its promise of customer service and help the bank achieve its business goals."

NorthStar Bank opened its doors in 2007, founded on the principle of building solid customer relationships while providing outstanding personalized service utilizing the latest banking innovations and technology. NorthStar is focused on commercial and industrial business relationships, private client services and outstanding consumer banking.

For over 20 years, Technology Management Resources, Inc., has specialized in developing payments processing solutions that help community and independent banks attract commercial customers, increase low-cost relationship-based core deposits, generate fee income, and expand markets with the firm's exclusive *Business Builder*TM marketing and sales support. More information is available on TMR's solutions and services by calling 800-867-2249.

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