

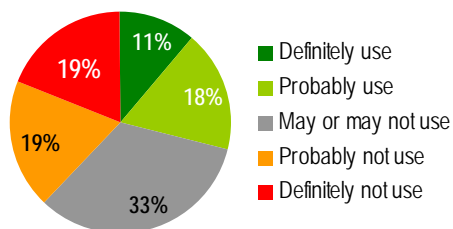
FINANCIAL SERVICES ADVISOR™

Monthly insights from Compete for financial services executives

The (Re)Birth of Mobile Banking

Twelve years ago Wells Fargo was the first to introduce online banking. Today, 45 million people bank online in the United States. In March of this year, Citi launched a mobile banking application which allows consumers to pay bills, check their account balances and transfer funds through their wireless phones. While mobile banking was tested, unsuccessfully, once before in the early 2000s (Wells Fargo, Bank of Montreal, Citi), this second coming of mobile banking offers more for the consumer. Are consumers more interested in mobile banking this time around?

How likely would you be to use banking features if they were available on your wireless phone?

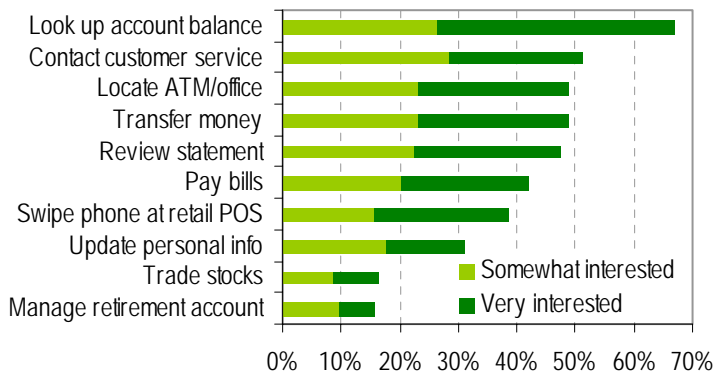


Along with Citi, Bank of America and Cingular plan nationwide roll-outs of mobile banking for this year. To better understand the potential of these services, Compete fielded a survey in early April 2007, targeted at active online bankers (logged in within the past 30 days).

Compete found that 29% of current online bankers would "definitely" or "probably" use

banking features if they were available on a wireless phone. Furthermore, 33% of respondents indicated they were undecided about mobile banking, indicating an opportunity for banks and wireless providers to win over these consumers.

How interested would you be in doing the following banking-related services on your wireless phone?



Compete also asked consumers about the types of features and functionality they were likely to use. Of those open to online banking, nearly 70% said they would use it to look up account balance information. Almost half of respondents also indicated they would use mobile banking for

customer service inquiries, locating ATMs, transferring money and reviewing statements. A significantly lower percentage of respondents (under 20%) said they would use mobile banking to trade stocks or manage retirement accounts.

On Thursday, May 3rd at 2:00PM ET, Compete will present full findings from this study in a one-hour webinar. To register please visit:

<http://www.competeinc.com/FileDownload/Compete-Mobile-Banking-Webinar.html>

Monthly Metrics

**Financial Services Indicators:
Change from February 2007 – March 2007**

Percent change in number of search queries		
Top non-branded insurance terms		
auto insurance	▼	-7%
car insurance	▲	11%
insurance	▲	33%
Top non-branded brokerage terms		
stock(s)	▲	17%
mutual fund(s)	▼	-7%
cd rates	▲	43%
Top non-branded home loan terms		
home equity loan	▲	20%
mortgage calculator	▲	22%
mortgage rates	▲	19%
Percentage change in Prospect and Applicant volume		
Product category	Prospects	Applicants
auto insurance	▼ -7%	▼ -11%
brokerage	▼ -11%	▲ 30%
home loans	▲ 6%	▼ -3%

In terms of online research and shopping activity, March was a mixed month for financial services firms. With interest rates falling, search activity in the home loan space grew dramatically. Uncertainty in the housing market appears to have discouraged researchers from further pursuing a loan. Though the stock market suffered in late February, the buy-in opportunity it presented, coupled with disposable income from tax refunds and period-low interest rates, may have been responsible for driving brokerage search and shopping activity.

To read the latest financial services research from Compete and sign-up for Financial Services Advisor™, Compete's monthly newsletter for financial services executives, visit www.competeinc.com/financialservices

Compete's financial intelligence and targeting services measure application, enrollment and cross-sell opportunities across deposit, lending, investing and insurance business lines to help marketers hone strategies and deepen customer relationships.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners

