



**For Immediate Release**

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**Pinnacle Financial Strategies Announces Reg E Opt-In Total Solution<sup>SM</sup>**

*The market leader of consumer-focused overdraft protection programs gives community banks and credit unions a clear path to Reg E compliance*

**HOUSTON (Jan. 19, 2010)**— Pinnacle Financial Strategies, the market leader of consumer-focused products and services for community banks and credit unions, today announced the availability of its Reg E Opt-In Total Solution<sup>SM</sup>. The Opt-In Total Solution is a phased program designed to help community banks and credit unions modify their overdraft programs to ensure full compliance with the regulatory changes.

The new Regulation E amendment will require all financial institutions to make changes to their overdraft programs. As of July 1, 2010 the amendment will prohibit financial institutions from charging consumers fees for paying overdrafts on automated teller machine (ATM) and one-time debit card transactions, unless a consumer consents in advance, or “opts-in”, to the overdraft service for those types of transactions. Furthermore, the rule prohibits discriminating against individuals who do not opt-in for one-time debit and ATM coverage when considering the payment of checks, ACH items or recurring debits, if the financial institution’s program normally pays these items.

“This new rule goes a long way toward addressing areas where there has been confusion and negative press,” said Joe Gillen, CEO of Pinnacle. “The customers of the community banks and credit unions that offer Pinnacle’s fully-disclosed, consumer-friendly overdraft program understand how the program works and genuinely value the protection this service provides.”

Pinnacle’s Opt-In Total Solution includes three phases designed to give community banks and credit unions a seamless, measured implementation:

**Phase 1: Planning:** Provides guidance and instructions for fee risk assessment, customer identification, including detailed implementation timelines.

**Phase 2: Employee Training:** Resources to ensure all employees fully understand the new requirements and are prepared to communicate these changes and options to their customers.

**Phase 3: Customer Communications:** Templates and timelines to ensure customers are informed and able to opt-in for this valued service.

Financial institutions should visit [www.opt-in.pinnstrat.com](http://www.opt-in.pinnstrat.com) to register for the Pinnacle Opt-In Total Solution.

Pinnacle is working closely with technology partners and community bank and credit union clients as they move to comply with the new Reg E amendment. Pinnacle clients and other community banks and credit unions needing assistance with regulatory issues should visit Pinnacle's compliance site at <http://compliance.pinnstrat.com> for helpful videos and regulatory resources, or call (713) 868-3333, or toll free at (866) 737-1235.

**About Pinnacle Financial Strategies**

Founded in 1997, Pinnacle has provided financial products and services to more than 1,000 community banks and credit unions in support of their goals to put customer and member needs first. For more information, visit [www.pinnstrat.com](http://www.pinnstrat.com).

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