

Compare Pinnacle's Cash Rewards to Other Programs

BENEFITS	PINNACLE CASH REWARDS	Free to Fee Checking Programs	Leading Points-Based Programs	Free Gift Direct Mail Program	Core Platform Technology
Increases Account Opening	YES	NO	NO	YES	Based on program that YOU must design
Increases Customer Lifecycle & Retention	YES	NO	YES	NO	Based on program that YOU must design
Increases Non-Interest Income	YES	YES	YES	Primarily grows deposits	Based on program that YOU must design
Complete End-to-End Solution	YES	NO	YES	YES	NO SOFTWARE ONLY
Fully Customizable Program	YES	NO	NO	NO	YES
Available on Business Checking Accounts	YES	NO	YES	NO	YES SOFTWARE ONLY
Ability to Earn and Redeem Rewards Without Restrictions	YES	NO REWARDS	NO	NO	Based on program that YOU must design
Training Support	YES	YES	NO	YES	NO SOFTWARE ONLY
Marketing Support	YES	Limited	YES	YES	NO SOFTWARE ONLY

It adds up to more accounts, more income and more profit.

