



FOR IMMEDIATE RELEASE

## **PMA Funding Debuts New Bank Funding Website**

**Chicago – September 14, 2009** – PMA Funding™ (PMA), a leading provider of stable bank funding sources, announced the launch of its redesigned website today. *Pmafunding.com* aims to extend the reach of PMA's diverse product lineup and be a valued resource for the nation's 8,000 community banks.

"The launch of the new pmafunding.com is an exciting time for PMA and banks across America," said Jim Lutter, senior vice president trading and operations of PMA Financial Network, Inc. "With a broad base of in-depth product detail available to the public and robust investor tools and educational resources available to registered members, this site can truly act as a partner to banks seeking to efficiently manage their liquidity needs and mitigate portfolio risk. We believe this new site is a powerful communication tool for PMA, and we're really looking forward to watching it grow in terms of content and users in the coming months.

### **Breadth of Content**

For non-registered users, the site provides in-depth information regarding PMA's diverse array of bank funding solutions, which include public funds through one of the largest pools of municipal deposits in the country, DTC eligible CDs and a national non-brokered CD marketplace accessed via QwickRate®. A site-wide search engine has also been included for easy navigation.

For registered users, the site offers multiple tools and resources. The "Marginal Cost of New Funds Calculator", for example, allows banks to discover the true cost of generating new funds. Additionally, the "Insight" tab directs users to the PMA Insight™ landing page, which offers economic and bank funding related insight and thought-leadership to banks across America. This content is delivered through various outlets including white papers, articles and on-demand presentations, to name a few.

PMA's Marketing and IT Departments have been developing the new site over the past seven months, working alongside senior leaders to ensure the site aligns with PMA Funding's mission to be a leading provider of stable bank funding solutions.

"The new pmafunding.com was created in response to the banking industry's need for stable funding sources and good educational resources," said Matt Kaufman, director of marketing of PMA Financial Network, Inc. "Our intent is that the new website will create a unique community of better informed and better funded banks."

### **About PMA Funding™**

PMA Funding™, a Preferred Service Provider of the ICBA, and a service of PMA Financial Network, Inc. and PMA Securities, Inc., is designed exclusively to help banks efficiently manage liquidity needs and develop diversified funding strategies through reliable and stable funding sources. These include public funds via one of the largest pools of municipal deposits in the country, DTC eligible CDs and a national non-brokered CD marketplace accessed via QwickRate®. Additional information is available at [www.pmafunding.com](http://www.pmafunding.com).

### **About PMA Financial Network, Inc.**

PMA Financial Network, Inc., which supports PMA Funding™, is a national financial services provider that seeks to provide long-term financial success for its clients in the public sector and banking industry. Over the past 25 years, PMA Financial Network, Inc. has established long-lasting relationships with more than 1,800 community banks, including over 700 ICBA member institutions, and has placed billions in public funds deposits since inception. Additional information is available at [www.pmanetwork.com](http://www.pmanetwork.com).

#### **Disclosure**

*There are risks associated with an investment in certificates of deposit (CDs) including, but not limited to: lower yields due to the inherent safety and short-term nature of CDs, interest rate risk, credit risk and risks associated with selling before maturity. Additionally, investors should consider the extent to which other accounts, deposits or accrued interest may exceed applicable FDIC limits. Please see the Terms & Conditions statement for more complete information.*

*PMA Financial Network, Inc. and PMA Securities, Inc. has included some links to related Internet sites maintained by third parties. Neither PMA nor its affiliates operate or control, in any respect, any information, products or services on such linked sites. In addition, PMA does not guarantee the timeliness, sequence, accuracy, completeness, reliability or content of such information.*

*PMA Funding is a trademark of PMA Financial Network, Inc. PMA Funding is a service of PMA Financial Network, Inc. and PMA Securities, Inc. DTC eligible CD execution is provided by PMA Securities, Inc., which is a member of FINRA and SIPC.*

#### Media Contacts:

Matt Kaufman  
630-657-6433  
[mkaufman@pmanetwork.com](mailto:mkaufman@pmanetwork.com)

Jim Lutter  
630-657-6460  
[jlutter@pmanetwork.com](mailto:jlutter@pmanetwork.com)

####