

BILLER COMMUNICATIONS

Contact: Aaron Biller, 212.663.9319, abiller@BillerPR.com
Biller Communications for A8Media

A8MEDIA INTRODUCES SAVINGSACCOUNTS.COM: **NEW SITE COMPARES INTEREST RATES** **AND ONLINE BANKING SERVICES**

NEW YORK CITY (Thursday, 21 June 2007)—Consumers will never again have to settle for low interest rates on their savings account. They can now compare the best online banking rates and financial services offers available through SavingsAccounts.com, the new easy-to-use online banking site introduced today at <http://www.savingsaccounts.com>.

SavingsAccounts.com reviews the direct-to-consumer online banking industry, specifically high yield savings accounts. Rates for Internet savings accounts are as high as 6% now while many consumers are receiving less than 1% for savings at conventional brick and mortar banks.

“SavingsAccounts.com helps consumers compare interest rates, product features, fees, and sign up cash bonuses,” explains Scott Spielberger, EVP, Consumer Marketing for A8Media, the online performance-based marketing network that operates SavingsAccounts.com. “Consumers can learn how to earn more money with their savings deposits now that Internet banking has gained widespread public acceptance.”

Consumers visiting SavingsAccounts.com learn about much more than just savings accounts online. The site provides valuable financial services information and education on such topics as checking accounts, home equity, credit cards and other banking products. This allows easy side-by-side comparisons between banks so consumers can determine the best product for their needs.

One of the first advertisers on SavingsAccounts.com will be FNBODirect, which offers a competitive 6% interest rate and is looking to build national awareness of its products.

SavingsAccounts.com is partnering with Reactrix, a leader in interactive out-of-home advertising, to develop 6'x 8' ads projected on the floor of high-traffic areas in 175 major US shopping malls and movie theaters. SavingsAccounts.com uses Reactrix proprietary technology to engage audiences with immersive and entertaining digital advertisements that react to movement. Consumers interact with SavingsAccounts.com piggy banks that change into rate information when users step on them. The groundbreaking ads integrate live RSS feeds into the content. A video sample of the ad can be viewed at <http://savingsaccounts.com/commercials/>. The ads reach 23% of adults in the top 25 markets with 89 million impressions per four week flight.

“People love playing with Reactrix, so ads simultaneously educate, entertain and involve audiences. Research shows this level of engagement means consumers remember the message ten times more often than they would from a TV commercial,” said Sue Danaher, President of Reactrix.

New York-based A8Media is headquartered at 119 West 23rd Street NYC 10011, telephone: 212.989.8808; website: <http://www.a8media.com>.