



**SEDONA**  
CORPORATION

## **MINNESOTA BUILDING TRADES FEDERAL CREDIT UNION SELECTS SEDONA MRM TO FUEL GROWTH AND MAXIMIZE EFFICIENCY**

KING OF PRUSSIA, PA - March 17, 2009 - SEDONA<sup>®</sup> Corporation (OTCBB: SDNA) ([www.sedonacorp.com](http://www.sedonacorp.com)), a leading provider of Customer and Member Relationship Management (CRM/MRM) solutions for the financial services market, today announced that Minnesota Building Trades Federal Credit Union (MBTFCU) has selected SEDONA for its MRM technology and services.

Minnesota Building Trades FCU has adopted a progressive marketing and service culture aided by the functionality of SEDONA MRM<sup>™</sup>. SEDONA MRM delivers the power to market effectively and manage opportunities through:

- Marketing campaign management
- Next best product analytics
- Retention risk analytics
- Lead and referral management and tracking
- Integrating their CUSA core system with other sources of data for a complete picture of member and prospect relationships.

Originally chartered in 1950, and serving building trade union members throughout Minnesota, MBTFCU ([www.mbtfcu.com](http://www.mbtfcu.com)) is a financial cooperative, owned and operated by its more than 15,000 members, with more than \$108 million in assets.

MBTFCU President and CEO, Leesa Husak commented, “At MBTFCU, we strive to excel in providing great service by customizing our financial products and services to meet the needs of our customers. By utilizing the SEDONA MRM, we will have a comprehensive and timely understanding of our members’ changing needs in this current challenging economic environment. We chose SEDONA MRM for its ease of use and comprehensive analytics which will enhance MBTFCU’s ability to continue our tradition of meeting each member’s financial needs with quality products, delivered efficiently, with superior service.”

“As marketing budgets shrink during these tough economic times, credit unions need great campaign management tools to effectively manage their marketing programs and ensure every opportunity is followed up on,” commented SEDONA Support Specialist

Chad Crouch. "We are honored to have MBTFCU join our family of successful credit union clients."

## About SEDONA Corporation

SEDONA® Corporation (OTCBB: SDNA) provides multi-vertical Customer/Member Relationship Management (CRM/MRM) solutions and services specifically tailored to the small to mid-size financial services market. The SEDONA CRM™ solution is designed and priced to support and meet the needs of the multiple lines of business of small-to-midsize banks and credit unions. SEDONA CRM provides the entire financial services institution with a complete and accurate view of their customers' and prospects' relationships and interactions. By utilizing SEDONA's CRM/MRM software and services, SEDONA's clients effectively identify, acquire, foster, and retain loyal, profitable customers. For additional information, visit the SEDONA web site at [www.sedonacorp.com](http://www.sedonacorp.com) or call 1-800-815-3307.

## Forward-Looking Statements

Statements made in this news release that relate to future plans, events or performances are forward-looking statements. Any statement containing words such as "believes," "anticipates," "plans," or "expects," and other statements which are not historical facts contained in this release are forward-looking, and these statements involve risks and uncertainties and are based on current expectations. Consequently, actual results could differ materially from the expectations expressed in these forward-looking statements.

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All other trade names are the property of their respective owners.

This press release and prior releases are available on the  
SEDONA Corporation web site at [www.sedonacorp.com](http://www.sedonacorp.com).

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