



1660 Opdyke Court, Suite 100
Auburn Hills, Michigan 48326
Phone: 248.290.0230
Fax: 248.290.0236

Press Release

For Immediate Release

Branson Bank Selects Clearview Content Management Solution

Rapidly Growing Commercial Bank to Implement Clearview as First-Ever Content Management System

Auburn Hills, MI, July 17, 2007 – Clearview Software, premier innovators of contemporary Enterprise Content Management (ECM) solutions designed exclusively for Microsoft® technology environments, is pleased to announce that Branson Bank, a \$123 million asset community bank headquartered in Branson, Missouri, has selected Clearview for its new enterprise content management implementation. Branson Bank, one of the fastest growing banks in its region, will be implementing its first-ever ECM solution, with a vision toward assisting with the Bank's compliance and regulatory initiatives, providing greater bank process efficiency, and enabling exemplary levels of customer satisfaction.

Branson had been looking for over three years for the right solution to enable them to get control over the ever-growing volumes of paper-based and electronic information within the Bank. After reviewing many systems from multiple vendors, Branson determined Clearview to be the best choice for its customers and employees. Clearview's support levels and ECM technology innovation were highlighted during the selection process.

"We were truly impressed by Clearview's new *Iriss* Desktop Gadget. We thought that the *Iriss* would have such a positive impact on how our users would interact with documents and content on the desktop that we selected the Clearview ECM solution over products offered by alternative vendors," said Bill W. Jones, President of Branson Bank. "The *Iriss* Desktop Gadget provides a fast and easy way for end users to access archived documents and other types of business information. This will enable greater use of the image (content) solution platform across our company, providing greater efficiency and improved transaction quality."

"Clearview is proud to add Branson Bank to the Clearview user community," said Phil Pascarelli, President of Clearview. "Branson's recognition of both our technology innovation along with our strong commitment to customer support and satisfaction is very gratifying. We look forward to working with Branson Bank for many years to come."

Clearview brings an exciting, new ECM solution built specifically for Microsoft technology and application environments. With rich ECM functionality and elegant simplicity, Clearview enables any organization to regain control over critical business information, while improving the quality of business decisions, enhancing workplace productivity, and increasing operational and process efficiency. With Clearview, businesses now have the power to reduce costs and increase their competitive agility in today's demanding business environment.

###

About Branson Bank

Branson Bank in Branson, Missouri is 100 percent owned by Branson Bancshares, Inc. A Missouri Corporation, the directors and management of both organizations are identical. Branson Bank is a state chartered, FDIC insured bank that opened its doors for business on March 22, 2000. The headquarters is located at 1501 State Highway 248. Branson Bank and its staff have a deep commitment to the development of the community in which they serve. *For more information, visit the Branson Bank website at www.bransonbank.com.*

About Clearview Software

Clearview Software is the premier innovator of a new era in Enterprise Content Management (ECM) that helps organizations improve the security and management of information assets, enhance operational efficiency, and strengthen overall regulatory and compliance fulfillment. As a true pioneer in delivering advanced ECM solutions based on the latest Microsoft® technology (including .NET, SQL Server 2005, Office 2007, SharePoint® Server 2007 [MOSS]) and industry standards such as SOA, XML, and Web Services, Clearview solves the real problems of today's modern business world with innovative functionality that is uniquely designed to work exactly the way your business works. To learn more about Clearview, visit the newly launched website at www.clearviewecm.com.

For more information, contact:

Stacey Saling

Marketing Manager

248.290.0230, Ext. 214

ssaling@clearviewecm.com