

WorkLight Helps Retail Banks Gain Edge by Embracing Secure Web 2.0

Showcases Secure Banking with Facebook, iGoogle, and iPhone at the BAI Retail Delivery Conference & Expo

ORLANDO, FL – BAI Retail Delivery Conference & Expo - November 18, 2008 – WorkLight[®], the Web 2.0 for Business Specialist, announced that it will demonstrate how banks can enhance their online and mobile capabilities by enabling secure interactions using consumer Web 2.0 tools such as gadgets and widgets. Exhibiting at the annual BAI Retail Delivery Conference in Orlando (November 18-20), the company, known for enabling Facebook for secure business use, is now urging retail banks and financial services companies to embrace and use popular Web 2.0 tools as a cost-effective, highly-viral business channel.

As banks continue to look for ways to deal with the financial crisis, industry reports reveal a growing gap between consumer expectations and traditional retail banking delivery. Research recently released by industry analyst firm Celent indicates that banks “that can evolve their product and services offerings to be on par with and relevant to an evolving consumer population will see the greatest returns”. (Edward Woods, Celent: “*Web 2.0 and Retail Banking: Less Hype Equals Opportunity*”, November 2008). WorkLight believes retail financial services organizations need to engage customers and do business where consumers are spending time online – namely, consumer Web 2.0 services, such as iGoogle, Facebook, iPhone and others - particularly in light of the current economic situation.

“We believe Web 2.0 technology is uniquely positioned to meet this need,” said David Lavenda, WorkLight's Vice President of Marketing and Product Strategy. “By securing popular consumer services and tools, banks can deliver new products and services faster and at a lower cost, while meeting customers where they spend their time online. By leveraging existing consumer infrastructure, secured by enterprise-grade capabilities, financial institutions are able to gain more customers, drive additional transactions, and save considerable cost.”

WorkLight's flagship product for financial services, *WorkLight for Retail Banking™*, is the first of its kind to offer secure, enterprise-grade banking via consumer Web 2.0 tools, such as desktop and web-based gadgets and widgets, social networks, mobile applications, RSS feeds, and more.

By embracing Web 2.0 services, financial services can enhance customer acquisition through social and viral applications, as well as generate valuable extra business through the use of personalized widgets and gadgets, and customer communities on social networks.

About WorkLight

WorkLight® Inc. develops server software products that help businesses reach customers, channels, employees, and partners securely in the places they frequent online, such as iGoogle, Windows Live, desktop widgets, RSS readers, Facebook, the Apple iPhone and more. Through WorkLight, people effortlessly get valuable information they desire, such as account status, product availability, or updates about their latest transactions. They can then take actions, for example order products or services, respond to promotions or offers, and consult with colleagues, without having to log into a portal or corporate web site. As such, WorkLight transforms consumer interfaces into enterprise-grade business tools that directly increase revenue.

WorkLight is a venture-backed company with offices in New York, London and Israel. WorkLight has received prestigious industry accolades including being named as one of the "Five Enterprise 2.0 Startups to Watch," by *InformationWeek* magazine, selected as part of *CIO Magazine's* Web 2.0 Product Suite, singled out with an honourable mention as one of *Computerworld's* "10 Cool Cutting-edge Technologies on the Horizon." For more information, visit www.myWorkLight.com.