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For Immediate Release

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**OFLOWS' PAPERLESS ORIGINATIONS TECHNOLOGY PLATFORM  
WINS 'BEST OF SHOW' HONORS AT FINOVATE SPRING 2010**

*Fully integrated end-to-end paperless system dramatically improves cross-sales, operational efficiency and customer experience while saving time and money*

**SAN FRANCISCO** - oFlows Incorporated ([www.oflows.com](http://www.oflows.com)), a software-as-a-service technology company that provides cutting-edge paperless originations technology to banks, credit unions, and other financial services firms, took home a coveted 'Best of Show' award at Finovate Spring 2010, a national showcase of the latest-and-greatest new technology in the financial services industry.

The oFlows presentation grabbed the crowd's attention as Scott Pitts, oFlows' CEO, started off by saying "There's a dirty little secret in financial services." The 'secret' turned out to be the fact that even if someone applies for a new account or loan online, they are still usually required to go through a manual paper-based process involving 'snail mail' loops for completing and signing forms and disclosures. Pitts emphasized this point by showing the audience a fistful of paper that resulted from an 'online' application and pointed out that paper processes are not only costly and create poor customer experience, they are also a significant source of compliance issues and mistakes.

Once the 'paper problem' was clearly defined, Pitts narrated while Rajesh Jayaraman, oFlows' CTO ran through a live demo of how the oFlows technology platform solves the problem by allowing both customers and back-office staff to open accounts and loans in a completely paperless environment. In the end, Pitts asked the audience to take a minute and think about what their customers and staff actually have to do to open a new account or loan. "If the words print, mail, fax or copy come to mind, I guarantee you there is room for improvement," Pitts said before summing up the presentation with "Paperless is better, and oFlows does paperless better than anyone."

(more)

"Scott won over the Finovate crowd with a dramatic demo of how oFlows's new system rids the loan-origination process of paper. After seeing Scott deliver a near-perfect demo, both in rehearsals and live, I was not at all surprised to see oFlows take home a Best of Show award. He really knocked it out of the park" added Jim Bruene, who created the Finovate concept and publishes the popular Online Banking Report and Netbanker.com blog.

"We were excited about just being selected to present at Finovate in the first place," said Pitts. "The overwhelming level of interest we received from banks, credit unions and other financial services firms after the presentation was amazing – it was a real validation our belief that 'going paperless' is an idea whose time has come for this industry. The fact that we can deliver the very best technology in this area quickly and easily without any big up-front costs and without a messy, time-consuming technology implementation project really resonated with the audience. To win a Best of Show award was icing on the cake – the whole team at oFlows is thrilled."

### **About oFlows**

oFlows is a software-as-a-service technology company that delivers the most intuitive, efficient, and powerful originations platform available to financial services firms today. oFlows' fully integrated system is completely paperless for both applicants and back office staff. By replacing legacy systems that rely on printing, mailing and shuffling paper in the back office, oFlows improves responsiveness, promotes efficiency and reduces costs for its clients. Because there are no big up-front costs and the oFlows system can be implemented in a matter of days, clients can achieve a positive ROI almost immediately.

oFlows is headquartered in San Francisco, California. To learn more about oFlows, visit [www.oflows.com](http://www.oflows.com).