



## NEWS

*For Immediate Release*

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### **ONLINE RESOURCES AND FORRESTER HOST BEST PRACTICES WEBINAR ON DRIVING THE ONLINE CONSUMER LIFECYCLE**

**CHANTILLY , Va., June 16, 2009** – Online Resources Corporation (Nasdaq: ORCC), a leading provider of online financial services, today announced that it will join Forrester Research to host an interactive webinar to discuss how financial institutions can drive the consumer life cycle to maximize value in their online channels.

Recent studies reveal consumers are turning to the online banking channel more frequently to access their accounts during the current global financial crisis. Further projections predict the fast pace of online banking and bill pay adoption to continue with over 62 million households accessing the services by 2012. Now Forrester and Online Resources are teaming to help financial institutions take advantage of this window of opportunity.

The one-hour webinar will feature Forrester Research Analyst Emmett Higdon, an online banking channel strategy expert, will explore the recent developments and the future trends to optimize the online channel and gain improved value from the consumer life cycle.

**What:** Consumer Life Cycle Success: Realizing the Full Value of Your Online Channel

**Who:**

- Emmett Higdon, Senior Analyst, Forrester Research
- Ron Bergamesca, EVP & GM, Online Resources Corp.

**When:** Thursday, June 25<sup>th</sup>, 2PM ET/ 11AM PT

Webinar participants will discuss:

- The diverse market segments driving growth in the online channel
- The value of creating trusted online relationships to build value and loyalty
- Best practices to attract, acquire and retain consumers in the online channel
- How customized user experiences and rich Internet applications promote cross-sell opportunities, and the adoption and usage of premium online services

For more information, and to register, visit <http://www.orcc.com/webinar/LifeCycle/>.

#### **About Online Resources**

Online Resources (Nasdaq: ORCC) powers financial interactions between millions of consumers and the company's financial institution and biller clients. Backed by its proprietary payments gateway that links banks directly with billers, the company provides web and phone-based financial services, electronic payments and marketing services to drive consumer adoption. Founded in 1989, Online Resources has been recognized for its high growth and product innovation. It is the largest financial technology provider dedicated to the online channel. For more information, visit [www.orcc.com](http://www.orcc.com).

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