



Press Release
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BANUESTRA FINANCIAL CORPORATION CLOSES THE SALE OF ITS BRANCH BANKING OPERATION AND ANNOUNCES A RE-BRANDING OF THE COMPANY

Today Banuestra Financial Corporation (“BFC”) completed the sale of its innovative industry leading Hispanic branch banking operation and plans to rename the company Chexar Networks, Inc. (“Chexar”). The transaction will enable BFC/Chexar to focus its resources entirely on its technology and processing business.

The Hispanic branch banking operation has been operating its 12 retail locations under the brand name BanuestraSM since February of 2007. During the prior 5 years, the branch banking operation was operated in partnership with 3 different traditional banks under the trademarked name El Banco de Nuestra Comunidad[®].

During BFC/Chexar’s ownership of El Banco de Nuestra Comunidad, Luz Urrutia, its Chief Operating Officer, was named “Community Banker of the Year” by the American Banker[®]. In addition the company was featured in TIME Magazine[®], The Economist[®], the Wall Street Journal[®], the American Banker[®], and many other publications.

Since the company’s founding in July of 2001, its proprietary technology platform has been evolving through the efforts of its full time software engineers. According to Drew Edwards, Chexar’s CEO, “when we decided to serve the un-banked Hispanic population in 2001, we quickly realized that check cashing was a key component of the product offering. There wasn’t a system available that would allow us to offer real competitive check cashing, which is not just payroll check cashing, without having to train our tellers on how to cash checks. We also wanted a centralized platform that would allow us to operate without check cashing experts in our branches. It has taken 7 years of writing code and processing over \$500 Million in checks on the system to get where we are, but today we believe our risk management platform is un-equaled in the industry.”

“At this time, the Banuestra retail operation represents almost 95% of our processing volume and revenue. While we hope to continue serving this client for years to come, our plan is to rapidly deploy our processing system to other banks and financial services

companies across the nation. Our system's capabilities are not limited to the Hispanic population and almost every bank and retailer is looking for a way to offer check cashing services to their consumers."

Chexarsm (www.chexar.com) is a technology, processing, and network company that provides financial institutions and retailers with a centralized turn key risk management system enabling them to safely and profitably offer professional check cashing services at their retail locations. With every new transaction, Chexar is also building a distributed "Check Cashing Network" that will soon allow the holders of Chexar Memberships to cash their checks, any type of check, at any Chexar client location.