

From: "Movenbank" <[REDACTED]>

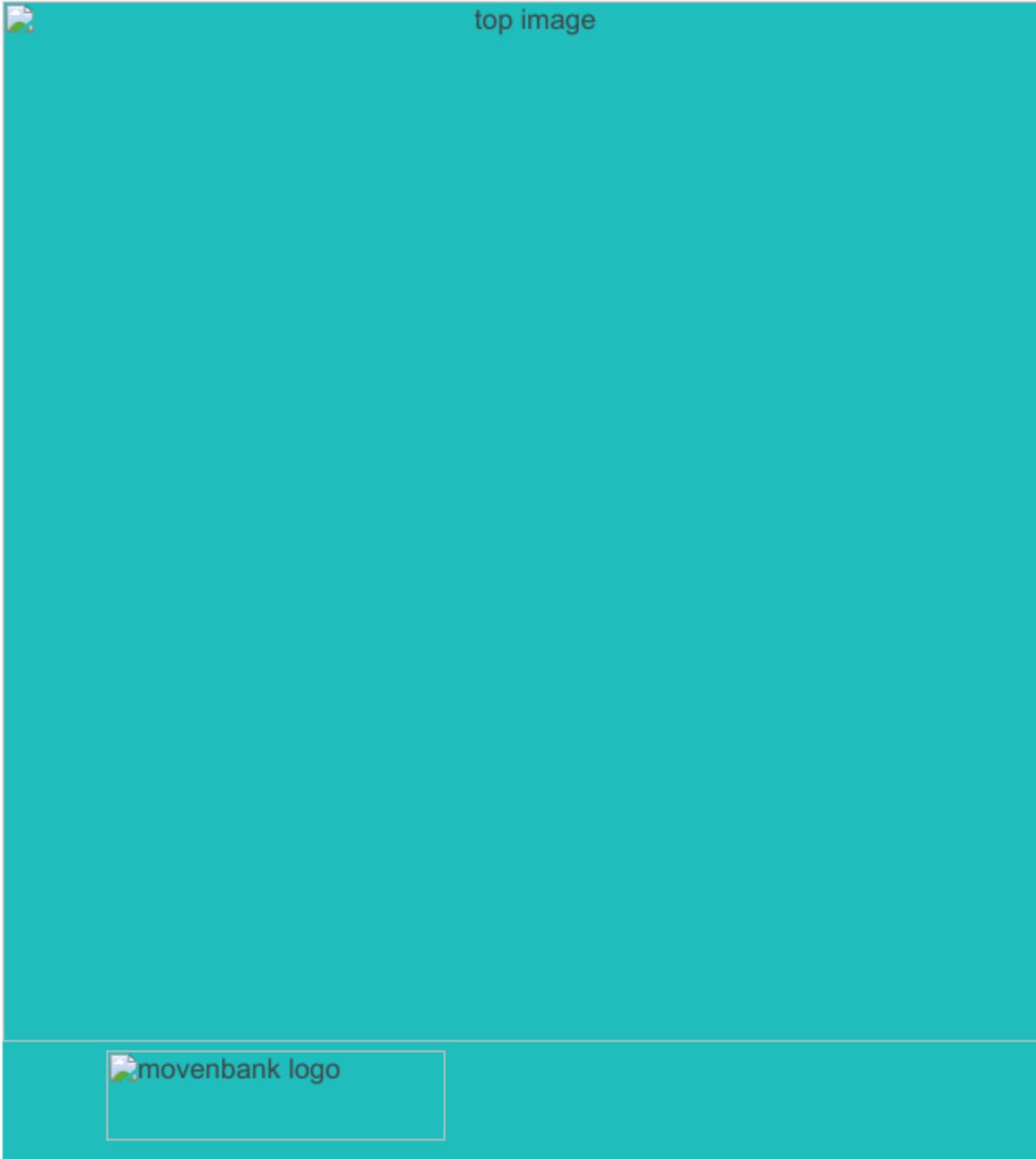
To: "jeevacation@gmail.com" <jeevacation@gmail.com>

Subject: Movenbank | Your invitation to help reboot banking.

Date: Tue, 14 Feb 2012 16:55:22 +0000



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 movenbank logo

You're invited!

Thanks for your early interest in Movenbank. We've got some exciting news! We've taken the wraps off the first piece of Movenbank: our Alpha release, featuring your Movenbank Financial Personality.

Just follow your personal invitation to www.movenbank.com to receive your Financial Personality and join our Alpha Team... the earliest and potentially most influential Movenbank audience.

At Movenbank, we believe your personality, money, daily behaviors, dreams and goals are interconnected... all part of one big colorful scheme. Your Financial Personality is the first step for us to explore these connections with you.

Our goal is to create a company with amazingly useful financial products and services. And we want to work with you to do it. We'll ask you, our Alpha Team members, to share ideas, give feedback and tell us how you'd like to spend, save and live smarter. In exchange, you'll receive our thanks... and the opportunity to receive exclusive benefits not available to later customers when we officially launch.

In the coming months, here's what you can expect:

- More content and insight on your Financial Personality
- Tools to explore your financial behaviors and activities, goals and dreams, the things to you do everyday
- Eventually, these pieces will for your CRED score - a measure of your day-to-day financial health and a way for us to understand what kinds of products and services are best suited for you
- Easy-to-use, compelling banking products

Ready to go? Accept your invitation now at <http://www.movenbank.com>, join our Alpha Team and share your feedback on:

- Did we get your behavior right?
- Does the name we gave your personality fit with you? If not, what's a better description?
- Where do we go from here? What would you expect to see in the next release?
- Anything else you would like...



Thanks again,

Your friends at Movenbank



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