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U.S. Bancorp Chooses SignUp4's The Event Management System™ As Corporate Standard.

Atlanta, GA, March 11, 2004. U.S. Bancorp, one of the nation's top ten banks with over 53,000 employees and \$190 billion in managed assets, has chosen SignUp4's The Event Management System™ as its 2004-2005 event technology standard.

Before SignUp4, U.S. Bancorp relied on localized, manual processes for managing internal and external events. Now, managers across multiple divisions will benefit from SignUp4's data collection, communication and reporting standardization.

"We were looking for a solution that not only meets our current needs, but is scaleable to handle our future requirements," states Pattie Broshar, Vice President, U.S. Bank Corporate Marketing. "Our goal was to quickly consolidate all of our planners, nationwide, onto one platform for better control and reporting. SignUp4 was the only company offering a complete, easy-to-use solution that can be implemented in days rather than months. We continue to experience tremendous growth, and our decision to go with SignUp4 will ensure that the learning curve for our event managers will be minimal."

Functionality was not the only criterion in U.S. Bancorp's decision. Financial stability was also a critical decision factor.

"SignUp4's profitability and long-term growth potential were very important in our decision process," adds Broshar. "We wanted to ensure that the company we chose would be around for the long term. SignUp4 is not just cash-flow positive; they are also profitable. That provided us with the confidence we needed to make our final decision for this mission critical technology."

SignUp4's product suite will be used throughout all bank departments to collect registrant data; manage travel and housing requests; and provide automation for most of their current processes, saving the company considerable time and money.

“U.S. Bancorp is one of the U.S.’s premiere financial institutions,” comments Nick Romano, SignUp4’s President. “Their decision is a tremendous testament to our financial stability, our product, and our platform scalability. This is a great win for SignUp4 and we’re very excited about our new relationship with U.S. Bancorp.”

About SignUp4

SignUp4 is the conferencing industry’s leading provider of registration and event management technology. SignUp4’s solutions streamline the event management and data collection process for corporate, government and association event planners and managers. You can visit SignUp4’s website at www.signup4.com or call at 404.237.8945.

About U.S. Bancorp

With assets in excess of \$189 billion, U.S. Bancorp (NYSE:USB) is the 8th largest financial services holding company in the United States. The company operates 2,243 banking offices and 4,425 ATMs and provides a comprehensive line of banking, brokerage, insurance, investment, mortgage, trust and payment services products to consumers, businesses and institutions. U.S. Bancorp is home of the Five Star Service Guarantee which assures customers of certain key banking benefits and services or customers will be paid for their inconvenience. Visit U.S. Bancorp on the Web at www.usbank.com.