



# ***NEWS RELEASE***

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**FOR IMMEDIATE RELEASE**  
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## **ALLIANCE FINANCIAL SERVICES AND NAFCU SERVICES PROVIDE THE LATEST NEWS ON CARD USE IN FREE WEBCAST**

WASHINGTON — NAFCU Services Corporation today announced the release of a free educational webcast for credit unions, developed with its Preferred Partner for payment advisory services, Alliance Financial Services. The webcast, titled “Credit Card Top Industry Trends, Developments and Opportunities,” provides unique insight into the credit card industry today that can provide bottom line impact for credit unions.

The webcast and handouts are now available at: [www.nafcu.org/alliance](http://www.nafcu.org/alliance).

“We feel strongly that credit unions have a unique advantage, especially given the state of the market, and an unprecedented opportunity in the credit card space,” said the webcast’s expert, Michael Cebrick, managing director of business development at Alliance Financial. “The product set is tailor-made for credit unions.”

Viewers will get a fresh look at the credit card landscape in the 30-minute webcast, which includes:

- 2008 Q3 industry highlights;
- Top 10 card issuers and consolidations;
- Card industry trends and developments;
- Current market opportunities;
- Credit union considerations for 2009.

“Consumers are voting with their wallets, looking for financial institutions that are stable and serve their best interests,” said David Frankil, president of NAFCU Services. “A credit union can tap into the new market opportunities laid out by this webcast to better serve existing members, attract new members and drive revenue.”



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Alliance Companies is a recognized leader in partnership development and advisory services to the payments industry. Its expertise in consumer lending, portfolio assessment and modeling, co-branded and private label credit cards, debit cards, and credit union and agent bank card programs provides its clients with valuable insight to help them make informed decisions and grow their businesses. With two decades of experience, the Alliance team has a proven track record in delivering innovative solutions and results for its clients. For more information, visit: [www.thealliancecompany.com](http://www.thealliancecompany.com).

NAFCU Services Corporation is a wholly owned subsidiary of the National Association of Federal Credit Unions (NAFCU). Since 1975, NAFCU Services has partnered with the industry's leading solutions providers to offer value-added products and services at a discount to credit unions. Currently, it offers 27 Preferred Partner programs to the credit union community. For more information about NAFCU Services Corporation, please visit [www.nafcu.org/nafcuservices](http://www.nafcu.org/nafcuservices).

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