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**NAFCU SERVICES PARTNERS WITH ALLIANCE FINANCIAL TO OFFER
CARD PROGRAMS ASSESSMENT AND ADVISORY SERVICES**

WASHINGTON—NAFCU Services Corporation has named Alliance Financial Services LLC as its exclusive Preferred Partner for card programs assessment and advisory services. Alliance provides consulting, advisory and brokerage services to payment card issuers, and specializes in helping credit unions maximize the value that they have in their credit and debit card businesses.

“Credit unions are being challenged to run their operations more efficiently, and to maximize potential revenue growth from all sources,” said David Frankil, president of NAFCU Services. “Card programs represent both a major opportunity for growth and a focus for operational improvements. Alliance has over 20 years of experience working with credit unions on both fronts.”

“Alliance Financial Services specializes in card portfolio evaluation and assessment,” noted Jerry Coyne, COO of Alliance Financial. “Our industry knowledge, proprietary modeling capabilities and unbiased approach provide our clients with valuable insight to help them make informed decisions on their credit and debit card programs.”

Alliance is offering NAFCU members a free comprehensive credit card portfolio assessment and market valuation to help define strategic options for improvement. It has helped hundreds of organizations execute successful marketing strategies and develop mutually beneficial consumer lending partnerships, leveraging their long-standing relationships with the major card issuers and thorough understanding of all facets of the payments industry.

Alliance Financial is a Newton, Mass.-based company that helps credit unions grow through a greater understanding of the opportunities presented by the payments

industry. Alliance provides leadership in developing recommendations and strategic partnerships, which apply their thorough understanding of the payments industry and its players. Its executives deliver results for clients through a collaborative approach, founded on trust, competence and the highest standards of excellence. Learn more at www.thealliancecompany.com.

NAFCU Services Corporation, a wholly owned subsidiary of NAFCU, has been in business since 1975 and currently offers over 28 Preferred Partner programs to the credit union community. For each product or service available, there are a host of companies from which a credit union can choose. NSC has conducted extensive research in order to best identify those that offer outstanding value and opportunity.

NAFCU is the only national organization that focuses exclusively on federal issues affecting credit unions, representing its members before the federal government and the public. For more information about NAFCU, visit www.nafcu.org.