



NEWS RELEASE

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CMC AND NAFCU SERVICES RELEASE PARTS II AND III OF POPULAR WEBCAST SERIES ON CREDIT CARDS

WASHINGTON — NAFCU Services Corporation today announced the availability of Parts II and III in a series of free educational webcasts, titled “Second Chances: Re-entering the Credit Card Market with a Product Your Members Will Love.”

The webcast series was created with its Preferred Partner for credit card processing and servicing, CMC, to assist credit unions in devising an evaluation process to determine their readiness of re-entry into the credit card market. All three webcasts are now available and may be viewed at: www.nafcu.org/cmc.

While Part I discusses the opportunity and background of re-entering the market, and considerations for the initial design of a credit card product, the second and third installments review the business case preparation, service strategy insights, portfolio management, and growth and marketing considerations for the long-term.

“While offering significant opportunity for credit unions, re-entry into the credit card marketplace requires careful planning and solid execution,” says David Frankil, president of NAFCU Services. “Crafting the offering is just one part of a larger equation, and this webcast provides an overview of the key success factors for credit unions, everything from marketing to your service strategy.”

CMC provides servicing solutions and product engineering for financial institutions and retailers for credit card, debit card, merchant and private label programs. Through its multi-channel contact center, CMC provides multi-lingual customer service, collections, fraud prevention, and other back office services to thousands of clients in the United States, Canada, Mexico and Brazil. CMC is the NAFCU Services Preferred



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Partner for credit card processing and servicing. For more information, please visit www.cmcone.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.

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To learn more about NAFCU Services, please visit our website at:

www.nafcu.org/nafcuservices

Listen to our podcasts at: <http://nafcuservices.podbean.com>