



NEWS RELEASE

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DELUXE'S LOYALTY, RELATIONSHIP & MEMBER EXPERIENCE ENHANCEMENT SOLUTIONS JOIN NAFCU SERVICES PREFERRED PARTNER PROGRAM

WASHINGTON — NAFCU Services Corporation (www.nafcu.org/nafcuservices) today announced that Deluxe Corporation has expanded its Preferred Partnership to include loyalty, relationship and member experience enhancement solutions. In addition to its check printing business, Deluxe provides solutions that help financial institutions leverage relationships, gain insight, create loyalty, increase security, grow revenue and build a strong brand.

A summary of the six recommended loyalty solutions may be found at www.nafcu.org/deluxe.

“From a strategic perspective, member loyalty is one of the key competitive advantages that credit unions have over other financial institutions,” said David Frankil, president of NAFCU Services Corporation. “Deluxe has developed a set of proven solutions that enhance member loyalty, relationships and the overall member experience. In today’s economic climate, members are even more discriminating and meeting their expectations is key to continued prosperity for every credit union.”

Deluxe conducts extensive research to gain an understanding of its credit union client goals, and the loyalty and relationship solutions are based on its findings.

For example, one such multi-institution collaborative, conducted in 2007-2008, focused on *problem resolution*. The study showed that there are critical member interactions known as “moments of truth” that produced either a really good experience or a response that did not quite meet expectations. As one might expect, Deluxe found that a consistent, exceptional response to a problem not only resolved the issue but “wowed” the member.



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“Problem resolution can transgress from an operational hassle to an artful experience resulting in an increasingly loyal member,” said Heather Vaughan, experience director at Deluxe. “How you handle a problem is a gauge that tells your member the true value of their relationship with you.”

Other loyalty programs now included in the Preferred Partner Program include the Deluxe Welcome Home® Tool Kit, Deluxe Experience Inquiry®, DeluxeCalling®, Experience Readiness Assessment, Deluxe Knowledge Solutions and Customer Care AdventureSM.

About Deluxe Corporation

Deluxe Corporation, through its industry-leading businesses and brands, helps small businesses and financial institutions better operate, protect, and grow their businesses. The Company uses the internet, direct marketing, distributors, and a North American sales force to provide a wide range of customized products and services: web hosting and design services, personalized printed items (checks, forms, business cards, stationery, greeting cards and labels), promotional products and merchandising materials, fraud prevention and marketing services, financial institution customer loyalty and retention programs, and business networking services. The Company also sells personalized checks and accessories directly to consumers. For more information about Deluxe, visit www.deluxe.com.

About NAFCU Services Corporation

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 25 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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