



NEWS RELEASE

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DELUXE, AFFINION, AND SECURIAN RECEIVE NAFCU SERVICES 2009 INNOVATION AWARDS

WASHINGTON —NAFCU Services Corporation today announced the winners of its 2009 Innovation Awards, which recognize excellence and innovation in Preferred Partner solutions for credit unions and enhance their ability to compete in a crowded financial services marketplace.

The award winners are:

- [**Affinion Group**](#) – for *Identity Secure*, a comprehensive solution to ID Theft providing the tools that credit union members need to manage and control their identities, and which also offers a source of non-fee income to credit unions;
- [**Deluxe Corporation**](#) – for *Knowledge Exchange Solutions*, trainer-friendly, user-friendly, and budget-friendly training modules that enhance member loyalty, increase sales, and improve employee skills, loyalty and morale;
- [**Securian Financial Group, Inc.**](#) – for *Payment Assurance*, coverage that empowers credit unions to offer members complimentary loan protection for involuntary unemployment, making it easier for members to seek loans, and reduces the rate of delinquencies and charge-offs.

And honorable mentions are:

- [**Allied Solutions**](#) -- for *POSitrac* -- Web-based sales tracking system that allows credit unions to track and enhance the sale of multiple products including Debt Protection, GAP, Mechanical Breakdown Protection, and Credit Insurance;



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- [Cyveillance](#) – for *Protected Seal (CPS), the Mobile Version* -- Seal displayed on credit union websites optimized for mobile devices, and provides early detection of phishing attacks targeting credit unions often before they are fully launched;
- [Pentegra](#) – for *Defined Benefit Advantage and 401(k) Advantage Products* -- Full service retirement programs designed to bring plan capabilities typically reserved for the largest corporate and public organizations to credit unions of any size.

The winners were selected by the NAFCU Services Advisory Committee, which is composed exclusively of credit union executives from across the country, representing credit unions of all sizes.

“Credit unions are looking for innovative solutions now more than ever,” said David Frankil, president of NAFCU Services. “It should come as no surprise that the winning solutions all address pressing needs for both credit unions and their members.”

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.

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