



NAFCU SERVICES CORPORATION



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FIFTH THIRD PROCESSING SOLUTIONS AND NAFCU SERVICES DISCUSS THE FUTURE OF ATM PAYMENT STRATEGIES IN NEW WEBCAST

WASHINGTON — NAFCU Services Corporation and its Preferred Partner for ATM processing, Fifth Third Processing Solutions, today released a free webcast for credit unions titled “The ATM’s Role in Future Payment Strategies.” The webcast looks at trends in new ATM transactions, image check clearing, peer-to-peer payments, prepaid cards and RFID/Non-cards, and discusses their implications for credit unions.

The free webcast and accompanying slides are located online at www.nafcu.org/fifththird.

The 25-minute online video begins by comparing a 2001 survey of ATM deployers to a similar study performed in 2006. It shows a fundamental shift in new transaction categories of interest.

“In 2001, the interest in new ATM transactions was on driving revenue for the financial institution,” said Angela Brown, senior vice president and general manager of financial institutions services for Fifth Third Processing Solutions. “Cell phone top-up, ticketing and phone cards topped the list in 2001. In 2006, the categories were much more member-focused and more marketing- and sales-oriented. Targeted marketing, cardholder preferences and envelope-free deposits topped the list.”

“Financial institutions are finding innovative ways to drive more value from the ATM machine,” said David Frankil, president of NAFCU Services Corporation. “Credit unions will find themselves better prepared for the future, and potentially increasing the return on their investment of ATMs, by understanding trends in the payments industry.”

Fifth Third Processing Solutions is a NAFCU Services Preferred Partner for ATM and debit card processing solutions. One of the nation’s oldest and largest EFT processing providers, Fifth Third provides best-in-class processing to over 2,400 financial institutions, supporting over 40 million debit cards and processing more than 21 billion transactions each year. Credit unions are well represented among their client base, with over 350 customers throughout the U.S.



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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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