



NAFCU SERVICES CORPORATION



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NAFCU SERVICES AND FIFTH THIRD PROCESSING SOLUTIONS INTRODUCE FREE “DEBIT PORTFOLIO MANAGEMENT” WEBCAST

WASHINGTON – NAFCU Services Corporation and Fifth Third Processing Solutions today announced the release of a free webcast for credit unions, titled “Debit Portfolio Management.” The webcast gives a helpful overview of the debit card industry, discusses opportunities for growth and provides hands-on examples of successful marketing programs for debit cards.

The free webcast is located online at www.nafcu.org/fifththird.

“Debit card transaction volume is increasing rapidly and outpacing credit quickly, exceeding \$1.023 trillion in 2006, an increase of 22.4 percent from 2005,” said Angela Brown, senior vice president and general manager of Financial Institutions Services, Fifth Third Processing Solutions. “Additionally, the number of checking accounts with corresponding debit cards reached 75 percent in 2006, up from 65 percent just four years earlier. Other industry statistics, which can act as helpful internal benchmarks for credit unions and include average industry activation and usage metrics, also indicate substantial growth.”

“Establishing a successful debit card marketing program helps credit unions leverage their established member relationships to generate profitable revenue growth,” noted David Frankil, president of NAFCU Services. “This webcast offers ready-made strategies for growth that any credit union can use, and allows benchmarking against industry average performance.”

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 22 Preferred Partner programs to the credit union community. For more information about NAFCU Services Corporation, please visit www.nafcu.org/nsc.

Fifth Third Processing Solutions is NAFCU Services Preferred Partner for ATM and debit card processing solutions. One of the nation’s oldest and largest EFT



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processing providers, Fifth Third provides best-in-class processing to over 2,300 financial institutions, supporting over 38 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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For the latest in credit union information, visit our Web site @ www.nafcu.org