



FOR IMMEDIATE RELEASE

Credit Union 24 Contact:
Joe Wolf
The Dalton Agency
904-398-5222 ext. 2305
jwolf@daltonagency.com

Credit Union 24 Conducting Credit Union Industry Survey

*--Survey to Identify Trends in Products, Services and Industry Challenges,
Respondents Eligible to Win up to \$1,000--*

TALLAHASSEE, Fla. – February 1, 2010 – Credit Union 24, the country’s largest credit union-owned ATM and point-of-sale (POS) network, has released a credit union industry survey to identify trends in financial products, services and industry challenges to share with the credit union industry in Q2 2010. Credit Union 24 is encouraging credit union representatives to complete the survey and “Share Their Voice” about the credit union industry, and become eligible to win \$1,000.

The brief, 15-question survey is available for credit union representatives to access at www.cu24.com/survey between now and the conclusion of the CUNA Governmental Affairs Conference (GAC). Individuals are also welcome to complete the survey at the Credit Union 24 booth during the exhibition from February 21-23, 2010.

“Credit Union 24 conducted an industry survey last year, and it provided very insightful information about the successes and challenges credit union representatives were experiencing,” said Jim Park, president and CEO of Credit Union 24. “The purpose of the survey is to provide credit union representatives with a snapshot of industry perspectives and how their colleagues approach various products and services, and how those decisions are influencing credit union members. The survey is an excellent opportunity for credit union representatives to share their voice and overall experienced opinion about a variety of topics within our credit union world, and help shape the future of our movement.”

Survey questions address member behavior in utilizing ATMs and point-of-sale (POS) terminals, including PIN- and signature-based debit transactions, and the adaptation of social marketing in communicating with current and potential members. The survey also seeks to identify challenges that credit unions are experiencing with attracting new members, marketing strategies and tactics, competitive advantages and disadvantages, and successful or unsuccessful products and services, while also understanding the root of these challenges.

Those who complete the survey will be entered to win pre-loaded VISA® cards that are valued up to \$1,000. The pre-loaded cards are tiered at one card valued at \$1,000, one card valued at \$500, and five cards valued at \$100 each. The drawings for the VISA® cards will be held at the conclusion of the exhibition of the GAC on February 23; winners do not need to be present to win. For complete rules and regulations, please visit www.cu24.com/survey_rules.

--more--

About Credit Union 24, Inc.

Credit Union 24 is a flexible, member-owned, full-service, deposit-taking ATM and POS network with multiple processor links, hundreds of thousands of POS locations at national retailers and local merchants, and more than 100,000 ATM terminals across the country. Credit Union 24's CU HERE surcharge-free programs combine to create the largest surcharge-free ATM presence in the country. Headquartered in Tallahassee, Fla., the Credit Union 24[®] Network is a strong, growing and independent EFT cooperative and is the largest credit union-owned ATM and POS network in the U.S. For more information about Credit Union 24, please visit www.cu24.com.

###