



It's Your Network.

FOR IMMEDIATE RELEASE

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

Credit Union 24 Introduces PINless Bill Payment for Participating Credit Unions' Members

- Credit Unions and Their Members Benefit Financially From PINless Bill Payment Transactions -

TALLAHASSEE, Fla. – March 23, 2010 – Credit Union 24, the country's largest credit union-owned ATM and point-of-sale (POS) network, announced today that it now supports PINless bill payment transactions for its participating credit unions' members, providing credit unions with the tools needed to deliver a fast, safe and convenient payment system without implementing new or altering existing processing systems.

"Introducing PINless bill payment provides another layer of convenience and added-value service for our participants to offer their members, without our participants having to lift a finger," said Jim Park, President and CEO of Credit Union 24. "Credit Union 24's support of PINless bill payment transactions is automatic. Credit unions do not have to change anything about their current processing platforms or operating procedures; they can simply inform their members about this available technology and reap benefits for their credit union and their members concurrently."

PINless bill payment transactions allow credit union members to pay bills using their ATM or debit card without having to enter their PIN for one-time or recurring payments, providing increased convenience and debit card functionality to credit union members. These transactions are set-up by the cardholding credit union member with their merchant(s) of choice via the Internet, telephone or an in-person representative, and are routed to the existing credit unions' processor for approval. PINless transactions are also processed the same way as standard point-of-sale transactions, providing an additional revenue stream for credit unions.

"Credit unions can generate increased interchange income by encouraging members to utilize the PINless bill payment method, while simultaneously reducing back office expenses of processing check and ACH returns," said Park. "Credit Union 24 also offers marketing materials to help credit unions communicate this new service to their members, allowing credit unions to focus on their number one mission: member service. The seamless introduction of this enhancement to our participants is truly a win-win situation for our credit unions and their members."

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.

--more--

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.

###