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Credit Union 24 Network Launches New LocatorSearch™ Referral Program

TALLAHASSEE, Fla. – December 3, 2009 – Credit Union 24, the country's largest credit union-owned ATM and point-of-sale (POS) network, announced today the launch of its new LocatorSearch™ Referral Program. Participants in the Credit Union 24 network can now take advantage of LocatorSearch services at discounted pricing through the Credit Union 24 referral program.

LocatorSearch services available include Web, mobile and iPhone locators for ATMs and branch locations, which includes combining ATM locations from multiple networks of which credit unions are participants. Utilizing LocatorSearch, credit unions are able to reduce operating expenses by encouraging members to utilize lower cost channels to obtain location information, rather than branches or phone support staff, while keeping members engaged with a credit union's brand by preventing them from leaving its Web site for location information. LocatorSearch can also help credit unions attract new members by providing easy access to location information of expansive ATM and branch networks.

The WebLocator™ provides credit unions with an interactive map on their Web site that allows members to click, drag and zoom-in on map locations, and generate turn-by-turn driving directions. WebLocator allows credit union members to search by street address, zip code or phone number to locate ATMs and branches in their area. MobileLocator™ translates the WebLocator experience to any internet-enabled phone or handheld device, allowing members to search for locations while on the move. In addition, iPhoneLocator™ allows credit unions to create an iPhone application for their Web site, providing members with iPhones the convenient ability to access locations and any additional credit union information they may need.

"Our partnership with LocatorSearch extends the numerous benefits of its various locator products to our participants at a reduced fee, providing them with a cost-effective avenue to offer greater convenience and efficiency for their members," said Jim Park, president and CEO of Credit Union 24. "LocatorSearch is a leader in this industry, and its various Web, mobile and iPhone locator services apply perfectly to the ATM and financial services industry. Through Credit Union 24, credit unions are provided the flexibility and customization to utilize one or more LocatorSearch services to best fit the needs of their members."

In addition to offering the LocatorSearch referral program, Credit Union 24 has implemented the WebLocator™ solution on its corporate Web site, allowing participants and their members to locate surcharge-free and deposit-taking ATM locations within the Credit Union 24 network. Credit union members are also able to download locations to their GPS-compatible handheld device from the Credit Union 24 Web site for continual easy reference.

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.

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