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CU*Answers Unveils “It’s Me 247” Online Banking

A new focus for the online member experience and a new way for credit unions to think about online banking.

Grand Rapids, Michigan – February 15, 2007

In a special Valentine’s Day greeting CU*Answers announced **It’s Me 247**, a bold new online banking platform, to their clients. **It’s Me 247** online banking is a member-centric initiative that provides a new way of marketing services to members, a new way to bank online and a conduit to personalize services to members. **It’s Me 247** gives CU*Answers clients the edge in identifying online branching and networking opportunities and will create new targeted avenues of member value.

“Our world is enamored with the idea that the vendors and service firms they choose are paying attention to who they are,” explains CU*Answers CEO Randy Karnes. Marketers are moving across the divide and now focusing their efforts so that when consumers look at their options, they see themselves in the solution. It’s personal to the consumer. It’s tailored to the consumer. And the solution will change as the consumer changes throughout their life.”

It’s Me 247 is scheduled to go live on October 1, 2007. As a resource to help clients learn about **It’s Me 247** online banking and to help them in telling their members about **It’s Me 247**, CU*Answers introduced a new web site www.itsme247.cuanswers.com.

About CU*Answers (www.cuanswers.com): CU*Answers was founded over 35 years ago and is a 100% Credit Union owned CUSO located in Grand Rapids, Michigan. CU*Answers offers a wide variety of services for credit unions including its flagship CU*BASE Processing System in both an On-line (ASP) and In-house environment. Additional services include Web Site development, Network Design and Security, Image Check processing and CU*Check 21 services. CU*Answers provides combined services to 167 credit unions nationally representing nearly 1.7 million members and \$10 billion in credit union assets. CU*Answers provides expertise in implementing technical solutions to operational needs, and is a leader in helping credit unions form strategic alliances and partnerships.

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