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*For more information contact:
Scott Page, EVP
800-327-3478 x103
spage@cuanswers.com*

CU*Answers Begins Debit Card “Round Up” Program

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CU*Answers, the core data processor providing CU*BASE to 165+ credit unions nationally, has announced the beginnings of its Debit Card “Round Up” program. Similar to the **KeepTheChange®** program from Bank of America, and other similar programs, helping members save by automatically “rounding up” each purchase made via a debit card and depositing the extra money into a designated savings account.

The CUSO points out that the most important element of this product is one that might not be obvious at first glance when reading through marketing materials from other financial institutions: The round up process is not posted immediately, on a per transaction basis. Instead, a daily process will calculate the round up amount for all debit card transactions posted that day and post a single transfer from the checking account to the savings account.

Down the road, the CUSO will evaluate enhancements like adding credit union matching funds, doing special promo periods, tying it to Tiered Services for eligibility, etc. But for now, this first phase will only include the basic round up transfers and will not include an automated mechanism for matching funds.

About CU*Answers

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 Online (ASP) and In-house environment, Internet Development Services featuring the **It's Me 247** Online Banking product, Member Check Processing and Direct Deposit processing services. CU*Answers provides combined services to 165 credit unions nationally representing nearly 1.5 million members and \$10 billion in credit union assets. For more information about how “We Make Credit Unions Go” please visit CU*Answers at www.cuanswers.com.

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