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## **78 Credit Unions Offering It's Me 247 Mobile Web Banking**

### **Grand Rapids, MI – May 11<sup>th</sup>, 2010**

CU\*Answers has announced today that 78 credit unions are utilizing **It's Me 247** Mobile Web Banking, its first product in a suite of solutions designed to cater to mobile device users, available only since March 15<sup>th</sup> of this year.

Late in 2009, the Grand Rapids-based CUSO known for providing core data processing to credit unions, unveiled its plan to release a series of mobile banking features and products for mobile device users. The first, **It's Me 247** Mobile Web Banking, uses an automatic redirect from the standard **It's Me 247** (online banking) website when being accessed by a mobile device. According to the CUSO, Mobile Web Banking uses a similar feature set as **It's Me 247** online banking, but is designed to be bandwidth-conscious, focusing on significant details which then provides a subset of important information quickly for mobile users.

In addition to providing this service at no extra charge to its credit unions, CU\*Answers has designed a package of marketing materials available to credit unions to advertise the opening of their new "branch," complete with statement inserts, a web banner, posters, and more.

More CU\*Answers clients are anticipated to activate this feature. CU\*Answers plans to launch **It's Me 247** Mobile 'App' Banking, as well as mobile banking via text messaging later in the year.

### **About CU\*Answers**

CU\*Answers was founded 40 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, Electronic Check Processing, and a wide variety of Self-Service products featured by **It's Me 247** Online Banking, and newly offered Mobile Banking. 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](http://www.cuanswers.com).

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