



FOR IMMEDIATE RELEASE

Credit Union 24 Contact:
Jason Schneider
The Dalton Agency
904-398-5222 ext. 2312
jschneider@daltonagency.com

CREDIT UNION 24 UNVEILS NEW CORPORATE IDENTITY

Redesigned website, www.cu24.com, with easier navigation and improved access, highlights new look for Credit Union 24

TALLAHASSEE, Fla. – March 11 2008 – Credit Union 24, the only national credit union-owned point-of-sale (POS) network in the U.S., revealed a new corporate identity today, including a new design for the company's website – www.cu24.com.

The new identity is evident in Credit Union 24's advertising and direct mail campaigns, as well as at www.cu24.com, and will help Credit Union 24 further distinguish itself and its new surcharge-free ATM program, CU HERE *Premium*, which is the nation's largest surcharge-free ATM network.

The redesigned website features easier navigation and faster access to the Credit Union 24 ATM locator service, which includes the approximately 45,000 surcharge-free ATM locations of the CU HERE *Premium* program, and the Participant Portal, a resource for Credit Union 24 participants.

"Credit Union 24's new look and new website works to communicate our message and our mission more clearly to credit unions and helps us be a better resource for the credit union community," said Jim Park, president and CEO of Credit Union 24. "We are constantly exploring new ways to respond to our participants and provide an edge to credit unions to help them overcome the challenges they face."

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 and more than 100,000 ATM terminals across the country. Credit Union 24's CU HERE *Premium* surcharge-free program is the largest surcharge-free ATM network in the country. Headquartered in Tallahassee, Fla., the Credit Union 24[®] Network is a strong, growing and independent EFT cooperative, and is the only national, credit union-owned POS network in the U.S.