

President's Message

Welcome to our Spring 2007 issue of *eCU News*. In this issue we lead off with our CUNA Mutual loanliner.com® middleware piece called KeyBridge. Like the recent success of our online deposit solution, UPost™, KeyBridge is catching on in the industry as yet another viable technology module to enhance the lending process at credit unions using loanliner.com. Check out the lead article for more details.

A big story we've been working on recently is our "UPost: Deposits vs. Fraud Statistics." This story focuses on the disparity between deposits and fraud with credit unions using UPost. There's always been that question as to what is the fraud rate with UPost. Check out the story on page 1 to see the surprising results.

We've also included a couple of advice-type articles in this issue: "4 Ways to Choose Technology Products for Your Credit Union" and "6 Reasons to Use Online Deposit."

There's a lot more in this issue, so enjoy. And thank you again for your business. We are pleased to be here for you.

Warm regards,
Greg Smith



KeyBridge Enhances CUs' Loanliner.com

We're pleased to announce the signings of five credit unions to implement our KeyBridge middleware product to enhance CUNA Mutual's loanliner.com® solution. As of these latest credit unions using our home banking middleware module, we now have a current total of 27 KeyBridge clients.

Our latest clients include:

- First Financial Community FCU (\$70 million; 14,072 members; Brownsville, TX),
- North Carolina Community FCU (\$50 million; 9,500 members; Goldsboro, NC),
- Florida Commerce Credit Union (\$265 million; 32,881 members; Tallahassee, FL),
- Riverland Credit Union (\$113 million; 15,019 members; New Orleans, LA), and
- AmeriCU Credit Union (\$579 million; 100,957 members; Rome, NY).



Our middleware module, KeyBridge, helps CUNA Mutual integrate its online loan program with a credit union's Symitar system. Coupled with this custom interface, CUNA's loanliner.com offers a flexible, seamless system that streamlines the funding process directly through Symi-

tar's SymConnect™ to Episys™.

AmeriCU Credit Union, which went live in March (2007), is using KeyBridge to improve its member service and allow the credit union to grow its loans and deposits. KeyBridge enables AmeriCU to

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UPost: Deposits vs. Fraud Statistics

Having released our UPost™ online deposit solution more than three years ago, nearly 30 credit unions have now experienced this technology's member empowering capabilities to electronically make deposits from home and gain immediate access to those funds to pay bills, run to the grocery store, fill your gas tank, and more.

Many people that we have encountered over the last few years have asked us about the fraud rate UPost experiences. We have always enjoyed sharing this explanation -- especially with Pennsylvania State Employees Credit Union (PSECU), where UPost started. PSECU went live with its UPost@Home® online deposit service in 2001. Since then, the credit union has conducted more than 1.2 million transactions, depositing over \$623 million with only \$35,000 in fraud. That's an incredibly low .00005617 fraud rate.

That's pretty amazing at how low the fraud rate is considering the total transactions conducted. We've listed a few more credit unions' statistics that have been using UPost for a while. We believe these statistics speak for themselves about how secure this online deposit solution is. It's

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UPost CUs Experience the Ease of Online Deposit

We would like to announce the signings of five more credit unions during the first quarter to our UPost online deposit service. We now have a current total of 27 UPost clients.

Our most recent signings include:

- American First Credit Union (\$665 million; 73,748 members; La Habra, CA)
- Patriot Credit Union (\$362 million; 40,762 members; Chambersburg, PA)
- Air Force Federal Credit Union (\$249 million; 38,095 members; San Antonio, TX)
- Charlotte Metro Credit Union (\$134 million; 31,053 members; Charlotte, NC)
- School Employees Credit Union of Washington (\$572 million; 74,595 members; Seattle, WA)

UPost allows credit union members to make electronic deposits online, enabling them to gain immediate access to their funds while mailing in the actual deposit within a predetermined time.

American First, for instance, looks to increase convenient access to its remote membership. According to Brian Thompson, the credit union's vice president of IT, approximately 68 percent of its membership doesn't live within five miles of a branch location – so it had to do something to increase the convenience of its remote delivery channels.



“Since we can't compete with a lot of physical branches, we have specialized in building a convenient, full functioning web branch,” Thompson says, adding that his credit union went live with the online deposit service in April 2007. “We have a high penetration of our checking account members utilizing our Web Branch service monthly. So this increased functionality will be perceived as more convenient and much faster than driving down to the ATM.”

Thompson says this technology will benefit American First through increased functionality of its Web Branch and decreased ATM and mail deposit expenses. The online deposit service will benefit the credit union's members through increased convenience for remote depositors and enable checking account users to quickly deposit funds to cover checks or late payments on loans.

American First has targeted its new online deposit service toward certain member users. They include:

- Members (2,000) that use ATMs to deposit
- Members (10,000) that use its “No Bounce” feature on checking accounts in good standing
- Late Loan Payment Members (200)

Thompson plans for a member adoption ratio of about 20 percent after three years.

eCU Presents the Benefits of UPost at SymEast Meeting



Alan Brunner

We were honored to present the many benefits of our online deposit service, UPost™, at the recent SymEast Regional User Group Meeting in Orlando, Fla., on March 21, 2007. The hour-long presentation was given by Alan Brunner, Chief Operating Officer for eCU Technologies. This presentation marked the fifth time we have presented at a SymEast.

In detail, our UPost presentation displayed the product's numerous features and benefits, its ROI and how it can save credit unions money, and its new enhancements slated for incorporation later this year.

“This presentation continued to highlight and solidify the benefits of UPost to both credit unions and their members,” Brunner says. “To keep the momentum going with this product, this message needs to be reinforced constantly. We are very grateful to the SymEast Committee to allow us the opportunity to participate as part of their

overall seminar.”

Currently 27 eCU Technologies clients have purchased the UPost solution and are experiencing the convenience it brings to both their members and their credit union. Estimated attendance at the 2007 SymEast conference was 175.

“I simply wanted attendees to understand what UPost can do for their credit union and their membership,” Brunner adds. “If they left with a better understanding of the features and benefits this product possesses, then I believe we accomplished our goals.”



4 Ways to Make Better Tech Decisions

In this ever-expanding industry of technology solutions that enhance in-house operation efficiencies and ultimately better member service, there are literally hundreds of products and services from which to choose. It seems like the technology sector of the market gets more crowded everyday. So how does a credit union searching for a new bill pay solution or online lending technology, for instance, decide what's best for it and its members?

Listed below are four ways a credit union can make better decisions in choosing technology products/services that will best meet its immediate and future needs – along with those of its growing membership.

1. Isolate the credit union's objective – It is the nature of business that sometimes institutions are too quick to implement a technology, product, or service to keep up with the competition without looking at the big picture. Step back and list the pros and cons of that certain product and determine how it will streamline efficiencies in certain departments and how each department will be affected by the new product or service.

2. Research – Taking the time to research and educate your team on the technology, product, or service goes a long way for a successful implementation. The research allows staff to isolate reasons why and how it works and what doesn't work. This is a good time to call upon other credit union peers in other financial institutions to see what has worked for them.

3. Form a committee – The credit union will need “total buy-in” from its committee members because they will need to “champion” the solution to their staff. If the committee members are able to successfully and positively convey the message to their staff, the staff members will be more accepting of the work it takes to benefit the department and the members. Keeping everyone in the loop will help in all aspects of new and existing projects. Sometimes seeing a project from another point of view helps with the implementation of the project. This will also help make the committee members feel like a part of a team.

4. Cover all angles – Sometimes new products and services will affect existing ones. Prior to committing to a certain technology product, cover every angle and ensure that there will be no surprises during implementation and usage. Checking to see if you still need the existing product so you aren't wasting time and materials and having duplicate product or services can save your credit union a lot of time, money, and effort.

By following general guidelines such as these, credit unions can ensure that they have just about every area covered. From researching, implementing, and maintaining a new or existing product or service, these guidelines will help a credit union get the most from its time and money. This will also allow it to streamline the implementation process.

Ultimately, if the credit union employees are involved and excited about new products and services, then they are more likely to be excited when selling the product or service to the member. The member will sense the excitement and want to be a part of it. Thus, adding value to the credit union, which will enhance its viability as a primary financial institution for members.

Obviously, every credit union is different with unique methods of implementing strategies, creating and integrating products, and meeting launch dates. Alliant Federal Credit Union (\$4.4 billion; 206,000 members; Chicago, IL) and High Desert Federal Credit Union (\$183 million; 14,000; Apple Valley, CA) have provided some insight into their world of choosing technology solutions in today's crowded marketplace. **If you would like to see their perspective on how they choose technology products, visit our website at <http://www.ecutechnologies.com/TechDecisions>.**

6 Reasons for Online Deposit

Many of us enjoy the luxury of online banking. We have busy lives to lead, sometimes making it a challenge to get to a branch or an ATM to conduct a simple transaction. Online banking answers this convenience for the vast majority of us who have access to it. But there are occasions when certain members' physical disabilities, remote distance, or time constraints keep them from making it to a branch or ATM altogether. In these cases, online banking becomes a necessity.

To fulfill the needs of those who require online services, one solution that continues to gain popularity in today's contemporary credit union environment is the UPost™ online deposit service. In the last couple of years, this technology has not only enhanced the banking experience for many members but has also satisfied the necessity for those who depend on it.

Online deposit is slowly but surely becoming a viable solution within the credit union industry and continues to grow in popularity each year.

Here are six reasons why adopting online deposit is a good idea for the future of your credit union:

1. Convenience
2. Immediate Access to Funds
3. Builds Trust
4. Encourages Home Banking Usage
5. Attract and Retain Members with New Services (particularly younger members)
6. Delivers Added Value to Members Spread Throughout Wide Geographical Area

To read more of this story in greater detail, visit our website at <http://www.ecutechnologies.com/6Reasons>.

...KeyBridge Clients (continued from p.1)

take more loan applications and integrate with its Episys core system eliminating any re-entry of data or redundant work.

“KeyBridge makes applying for a loan a seamless process for the member and eliminates re-entry of the data at the credit union,” says Marianne Herne, vice president of branch services at AmeriCU Credit Union. “As a result, we look to KeyBridge to enhance our loan process efficiency and increase our loan application productivity.”

According to Marc Middleton, Computer Operator for SC Telco Federal Credit Union (\$135 million; 32,183 members; Greenville, SC), KeyBridge came recommended by Symitar and CUNA as the best solution for the credit union. Going live in June of 2005 during SC Telco’s DP conversion, Middleton adds that the implementation process was very smooth and the staff then got to work the middleware’s automation process.

“Once it’s set up, you rarely have to think about it again,” he says. “We really enjoy the quick response for our Online Loan Applications, as our members have been able to experience the ease of completing their loan applications from home.”

SC Telco implemented KeyBridge to increase its loan income through enhanced automation. The credit union has met that continually, garnering over \$400,000 in Internet loans this past quarter for example.

...UPost Statistics (continued from p.1)

no wonder that it is really starting to take off in popularity this year. UPost has matured into a viable online solution for members who are inconvenienced in regards to their banking tasks. We’ve also found that it increases the value of a credit union in attracting and maintaining memberships. With an innovative technology like online deposit, why wouldn’t you want to join a credit union that has it? It just makes a member’s life much easier.

Check out the other credit unions’ statistics below:

Credit Union	Live date	Deposits	Transactions	Fraud
Southland CU	June 2004	\$6,100,000	12,000	\$0
Lockheed CU	October 2006	\$1,078,323	2,632	\$0
Tropical Financial CU	June 2006	\$1,266,066	2,334	\$0
Honda FCU	Nov. 2006	\$578,663	1,500	\$0
Christian Community CU	July 2006	\$737,522	1,294	\$0
Star One FCU	October 2006	\$326,000	483	\$0

Counting PSECU’s numbers, our totals for UPost with these clients are \$633 million in deposits and 1.3 million transactions. These are amazing statistics considering the product is still relatively young within this marketplace. We have many upgrades planned for UPost later this year, which will make the solution much more attractive to your credit union and to your members. **Stay tuned and feel free to contact us if you would like any further information on UPost and its many features and benefits — 866.328.3228.**

New Signings

FirstMark Credit Union
\$603 million; 89,339 members
San Antonio, TX

Matanuska Valley Federal CU
\$227 million; 29,458 members
Palmer, AK

Clearstar Financial Credit Union
\$162 million; 17,737 members
Reno, NV

First Entertainment Credit Union
\$602 million; 53,252 members
Hollywood, CA

Kimberly Clark Credit Union
\$82 million; 10,938 members
Memphis, TN

Melrose Credit Union
\$859 million; 19,231 members
Briarwood, NY

United Methodist Credit Union
\$43 million; 4,245 members
Montclair, CA

Proponent Federal Credit Union
\$392 million; 24,294 members
Nutley, NJ

Corning Credit Union
\$563 million; 72,715 members
Corning, NY

Tradeshows

Symitar Northwest User Group
Spokane, WA
June 7-9, 2007

Symitar Client Conference
San Diego, CA
September 11-14, 2007

CCUL Annual Meeting
San Diego, CA
November 11-13, 2007