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FIRST AMERICAN CREDIT UNION ADDS RELOADABLE CARDS

Less fees, less hassle, less risk for the underbanked

Casa Grande, Arizona, April 18, 2014– First American Credit Union has partnered with COOPERA (ko-pair-a) to offer a prepaid Visa debit card that can be used to make purchases online, by phone, or in person anywhere Visa debit cards are accepted.

Created to help credit unions meet the financial needs of consumer segments including Hispanics, the underbanked and teens, the Coopera Card is the result of a partnership between the payments processing company The Members Group (TMG) and Hispanic market solutions firm Coopera. The Coopera Card offers a completely bilingual experience in English and Spanish, as well as text alerts, secondary cards and online account access.

With no risk of overspending, no overdraft fees, and no interest fees, consumers can conveniently load money at the credit union or online. And better yet, primary cardholders can add up to six secondary accounts for family members.

Chief Financial Officer Jeanne Mauney stated, “this is a multi-purpose card allowing the consumers greater financial freedom to avoid check-cashing, money order, and money transfer service fees.”

The card, tailored by COOPERA for the Hispanic audience, is easy to open with no credit history check, no SSN or ITN, and no financial institution account being required.

Chief Executive Officer Anthony T. Walker shared “we anticipate deepening existing member relationships and attracting new members with the Coopera Card offering. Our current and potential membership includes Hispanics, the underbanked and teens, and we believe a reloadable prepaid product will go a long way toward enhancing our existing member experience and also introducing new members to the benefits and responsibilities of working with a financial partner like First American Credit Union.”

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First American Credit Union is a member-owned cooperative, providing financial solutions to people who live, work, worship, or volunteer in Pinal County, Arizona, people of the Navajo Nation, as well as employees of any Indian Tribe whose tribal capital is located in the State of Arizona, federal employees, persons working or living on tribal

lands, Select Employee Groups (SEGS) and their families. Originally chartered in 1962 as the Navajoland Credit Union, First American is a not-for-profit organization serving over 22,000 members in Arizona and New Mexico.

The Members Group (TMG) is dedicated to creating customized, technology-driven card processing and payment solutions for credit unions and community-based financial institutions across North America. Innovations in fraud management, loyalty programs, alternative payment systems and analytic reporting, and the competitive advantages they create, have helped TMG forge a new standard in offering cutting-edge credit, debit, ATM, prepaid card products and a P2P payment solution. For more information, visit www.themembersgroup.com.

Coopera (ko-pair-a) is a full-service Hispanic market solutions company with specific focus on credit unions nationwide. Coopera's dedicated bicultural and bilingual personnel work closely with clients to assess their needs and create growth strategies designed to increase Hispanic membership, revenue growth and loan volume. Coopera specializes in developing long-term partnerships with clients as they transition from the early stages of discovery to a best practice credit union. Founded by the late Hispanic community activist Warren Morrow, Coopera is owned by Affiliates Management Company, the holding company of the Iowa Credit Union League and is an exclusive strategic alliance partner of the Credit Union National Association. For more information, visit www.CooperaConsulting.com.

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