



FOR IMMEDIATE RELEASE

CONTACT:

Dominic Hiatt, Rhizome PR
+ 44 (0) 20 7851 4757
+ 44 (0) 7595 221604
dominic@rhizomepr.com

Member Access Pacific Offers ‘Design A Card’ Platform to Credit Unions in Partnership with Serverside Group

London, 14 September 2011 -- Member Access Pacific (MAP), a US-based card processing aggregator of the Visa Debit Processing Service platform for credit unions, has launched a state-of-the-art card personalization platform for credit unions, branded ‘Design A Card’.

The new platform, which enables credit unions to roll out card customization programs quickly and at low cost, is being powered by the patent-protected technology of [Serverside Group](#).

The first credit union to make use of MAP’s turnkey card customization service is Unitus Community Credit Union, headquartered in Portland, Oregon.

Through the online card ‘designer’, which was effortlessly embedded within the Unitus website, Unitus members will be able to create their own payment cards using either stock images or personal photos of a loved one, pet, favorite place or memorable event.

In addition to the core card design function, credit unions can choose from a number of online card marketing tools provided through the MAP platform, which enable them to track response rates in real time and adjust their marketing campaigns accordingly.

Cyndie Martini, President and CEO, Member Access Pacific, commented:

“Industry research shows that personalized cards boost usage by as much as 15%-20% and build stronger relationships with members. This increased loyalty leads to stronger transaction volumes and reduced attrition — key elements in building greater revenues from credit unions’ credit and debit programs. Design A Card is a perfect



solution for credit unions because it allows them to deepen and strengthen relationships with their members.”

Paul Kirkbride, VP of Credit Services, Unitus Community Credit Union, added:

“We’re excited to offer the Design A Card service to our membership. We believe the ability for a cardholder to put a custom image on their credit or debit card is a great value-add for our program and should help to further bolster member loyalty, retention and usage.”

Gareth Jones, Senior Vice President, Serverside Group, added:

“Through Member Access Pacific, credit unions now have access to a powerful, off-the-peg card customization service that can be launched quickly, at low cost and with no impact on their existing IT infrastructure. Credit unions simply have to plug and play in order to start benefiting from the proven ROI delivered by design-your-own-card programs.”

– Ends –

About Serverside

Founded in 2003, [Serverside Group](#) is the global technology leader in digital card design and a provider of innovative solutions to issuers, personalization bureaus and card manufacturers.

Serverside has built a market-leading position by running more than 1,000 card programs through its network of over 200 card issuers in 27 countries. Its clients include: RBS Group, ING, Permanent TSB, ANZ, BMW, KBC, Fortis and Heritage Building Society. Serverside is headquartered in London and has offices in New York, Chicago and Auckland.

Serverside is currently taking steps to enforce its intellectual property portfolio, including a suit brought in the United States against fifteen financial institutions and technology vendors that it believes are infringing its patents.

www.serversidegroup.com

About Member Access Union

[Member Access Pacific](#) is the nation’s only card processing aggregator of the Visa Debit Processing Service platform for credit unions. MAP’s special role in



the marketplace provides our client credit unions the unique opportunity to leverage the Technology, Security, and Service of Visa for their members. As a Credit Union Service Organization, we are committed to the credit union movement and we value our credit union clients first and foremost. Working directly with Visa, we offer customized, turn-key Debit, Credit, ATM, Prepaid-Reloadable, and Gift solutions — all supported by MAP's five-star training, support and service.

www.mapacific.com