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StellarOne Bank Launches One of a Kind Debit Card Program

London, 9 August 2011 – Virginia-based bank, StellarOne, has launched a card customization service powered by global technology provider, [Serverside Group](#). The card program, which went live on Valentine's Day, February 14 2011, has been branded 'One of a Kind Cards'. For more information, visit www.stellarone.com.

The new design-your-own card service is available on StellarOne's Personal, Gold and Business Check Cards, as well as the bank's Virginia Tech Alumni Banking checking account (all Visa®).

StellarOne is marketing its One of a Kind cards through multiple channels: online, in-branch and through events, expos and its Virginia Tech Alumni banking program, which has its own stand-alone website: www.itsstellarbeingahokie.com.

People can either upload an image of their own or they can choose one from a number of galleries provided by StellarOne, including 'Landmarks', 'Flowers/Nature', 'Animals' and 'For the VT Fan'.

Joe Jordan, Director of eChannels & Payment Solutions, StellarOne Bank, commented:

"We wanted to offer this service to our clients as a value added benefit. In addition to helping with client retention, it is our hope that One of a Kind Cards will help with client acquisition. We've thoroughly enjoyed working with Serverside, who have been very helpful and a strong guiding hand throughout our implementation and launch."



Adam Elgar, President, Serverside Group, added:

“StellarOne clearly understands the value of card customization and has rolled out a great program for new and existing clients. As well as enabling clients to design their own cards, offering images of Virginia Tech adds further value to the service, tapping into the strong affinity many local cardholders have. The fact that today’s digital print technology enables issuers to profitably serve specific affinity groups, such as Virginia Tech, offers considerable marketing and commercial opportunities.”

– Ends –

About Serverside

Founded in 2003, [Serverside Group](http://www.serversidegroup.com) 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 Group](http://www.serversidegroup.com) is headquartered in London and has offices in New York, Chicago and Auckland.

www.serversidegroup.com

About StellarOne Bank

StellarOne Bank is a traditional community bank, offering a full range of business and consumer banking services with 56 full service financial centers, one loan production office, and a suite of ATMs serving the New River Valley, Roanoke Valley, Shenandoah Valley, and Central and North Central Virginia. Member FDIC and Equal Housing Lender. For more information, please visit www.StellarOne.com.

