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TruMark Financial[®] Credit Union Offers Serverside Group-powered Card Customization Program, 'Customize My Card'

London, 29 August 2011 – Pennsylvania-based TruMark Financial Credit Union has launched a card customization service, 'Customize My Card', powered by the patent-protected technology of [Serverside Group](#).

For more information on the design-your-own card program, which is available on TruMark Financial Credit Union's debit and Platinum Visa credit cards, visit www.trumarkonline.org/home/conv/customize_my_card.

TruMark Financial has marketed the card program in a number of different ways, from newsletters and on-hold messages to email campaigns, buck slips and activity on Twitter and Facebook.

Cardholders without images of their own can choose to upload one from a number of galleries provided by TruMark Financial, including animals, sports and scenic. The credit union is not charging cardholders for the service.

Maria Zaengle, AVP, Plastic Cards, commented:

"We were really impressed with the benefits of launching a customized card program, specifically the top-of-wallet position of design-your-own cards, which results in increased activation levels and transaction volumes. The fact that customized cards drive loyalty, too, was another big reason for launching Customize My Card. In the 2.0 era, it made sense to offer something that was fundamentally 2.0 and customized cards, enabling cardholders to really engage with your brand, were just that."



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

“TruMark Financial is truly ahead of the curve when it comes to marketing through social media and has done a great job on Facebook and Twitter, leveraging the power of social networks to spread the word about Customize My Card. Card customization programs are based online and therefore thrive online.”

– 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 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 TruMark Financial Credit Union

TruMark Financial is one of the strongest, most progressive credit unions in the nation, offering a full range of banking, investing and insurance services to over 95,000 members in Southeastern Pa. Nationally recognized for its award-winning community outreach programs and as one of the “Best Places to Work in Pennsylvania” in 2009 and 2010, TruMark Financial remains committed to growth while maintaining financial soundness.

TruMark Financial specializes in extraordinary service and impressive loan and deposit rates without excessive fees and stipulations. TruMark Financial offers free checking, access to thousands of surcharge-free ATMs nationwide, an unrivalled debit card cash/rewards program, and free, unlimited online Bill Payer. The credit union is committed to meeting consumers’ borrowing needs through

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home equity and Visa[®] credit card programs,
low-rate mortgages, and up to 100% new/used vehicle financing.

Founded in 1939, TruMark Financial is headquartered in Trevose, Pa. and has approximately \$1.3 billion in assets through its 14 branches, Call Center, and a suite of innovative online services. To learn more about TruMark Financial, visit www.trumarkonline.org or call 1-877-TRUMARK. Follow TruMark Financial at facebook.com/trumarkonline and twitter.com/trumarkonline.