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PSCU Financial Services Fields Almost Three Million Total Member Care Calls in 2008 Through Partnership with FSCC

-Record volume represented in increases over 2007 for each month-

St. Petersburg, Fla., Feb. 25, 2009 – [Total Member Care](#)[™], a call center solution delivered by PSCU Financial Services, took 2.9 million calls through [Financial Service Centers Cooperative Inc.](#)'s (FSCC) Custom Call Center Outlet during 2008. San Dimas, Calif.-based FSCC is a cooperative credit union service organization (CUSO) providing a shared branching network of credit unions that “share” branches to serve members in remote or distant areas. The call volume rose by more than 1 million transactions in 2008.

Call volume increases were seen month over month in 2008 with January's record number of 175,042 calls steadily gaining to more than 300,000 by October. The year wrapped up with December seeing yet another record of 346,504 calls, an increase of nearly 200,000 calls from the same period in 2007.

“The consistent increase in call volume shows that members of our credit union affiliates need and value the total member service they receive from PSCU Financial Services call center operations,” said Sarah Canepa Bang, president and chief executive officer of FSCC. “With the ever-changing market, members want constant access to their financials, and, with our credit union network being geographically disbursed throughout the world, including military bases, 24/7/365 call center services are imperative.”

Page 2 – PSCU Financial Services Fields Almost 3 Million Total Member Care Calls in 2008 Through Partnership with FSCC

PSCU Financial Services' network of call centers located around the country services more than 16 million calls annually supporting credit union's credit, debit, bill payment products along with lending and member service. The company also provides call center member service support to credit unions belonging to FSCC's shared branch network. Currently, more than 12 million credit union members have access to FSCC's call center outlet throughout the United States, Puerto Rico and on U.S. military bases in five countries. Credit unions using the Custom Call Center Outlet have total assets in excess of \$52.1 billion.

PSCU Financial Services developed Total Member Care custom-branded call center services specifically for FSCC credit unions and members, including transactional support, customized greetings for each credit union and other scripting options. Their operations become a seamless extension of each credit union's internal facilities that – with FSCC's shared branching – reach members worldwide. The organizations signed a 10-year contract extension in June 2008.

"These record-breaking, month-over-month call volume increases leave no doubt that there is a high demand for our custom-branded call center services," said Peter Schmitt, executive director of PSCU Financial Services. "24/7/365 member access is vital to any credit union's efforts to provide total member care, and, combining it with the benefits of shared branching, FSCC credit union affiliates will do just that. We look forward to surpassing even more call volume records with FSCC and helping their affiliates around the world see another year of growth through exceptional member service."

About Financial Service Centers Cooperative, Inc. (FSCC)

FSCC is the nation's largest and most convenient credit union Shared Branch Network providing over 5,600 full service deposit-taking locations in the U.S. and five foreign countries. FSCC's innovative use of technology allows it to offer 24/7 access for financial services at more than 2,000 7-Eleven® Vcom® Units. FSCC credit unions represent \$141 billion in assets. Since 1999, FSCC has returned more than \$13 million to its members through patronage dividends, rebates and return of capital. For more information, please visit www.fsc.com or call 888-372-2669 ext. 1235.

About PSCU Financial Services

Based in St. Petersburg, Florida, PSCU Financial Services is the nation's largest credit union service organization (CUSO) and serves more than 1,100 financial institutions nationwide. As a non-profit cooperative, the company is owned by more than 600 member credit unions representing more than 13 million accounts and subscribers. Its Contact Centers handle more than 16 million inquiries a year.

PSCU Financial Services offers 24/7 member support through four Contact Centers: its Eastern operations center in St. Petersburg, Fla.; a Western operations center based in Phoenix, Ariz.; and two call centers in Detroit, Mich. These Contact Centers perform member servicing and new member acquisition, cross-selling and automated lending solutions as well as support for debit/credit/prepaid cardholders and online bill payment subscribers.

Established in 1977, the company provides a broad array of cost-effective, high quality financial services that include credit, debit, ATM, prepaid, bill payment and contact center solutions. PSCU Financial Services uniquely offers its members a full range of processing options, any combination from full service to in-house pass through processing for credit, debit and ATM transactions. As a leader in the credit union movement, the company offers gateway access to national and regional networks. It also provides full function ATM terminal driving services. For more information, visit PSCU Financial Services' website at www.pscufs.com.

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