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**Code Green's Web Hunt Wins
2010 NAFCU Best Promotional Campaign Award**

Alexandria, VA – April 19, 2010 – Using Code Green's CU Web Hunt website marketing system (<http://www.codegreen.org/cuwebhunt>) Atlantic Financial Federal Credit Union (\$76 million; 10,643 members; Hunt Valley, MD) recently won the 2010 NAFCU Best Promotional Campaign award for credit unions under \$150 million in assets. Atlantic Financial used Web Hunt to increase page views among its online visitors, reach out to a younger audience, and encourage members and non-members to learn more about the credit union during its two-month campaign from July 20 to September 20, 2009. As a result, the credit union's website page views soared, increasing in range from 102 percent to 921 percent, depending on the page – which in turn helped Atlantic Financial experience a rise in loan applications and new memberships.

Code Green's CU Web Hunt System works by using a credit union's entire website as the "game board" for a site-wide interactive treasure hunt. A Web Hunt campaign provides incentives for members to explore all around a credit union's website in search of interactive game piece icons, all the while exploring the credit union's great rates, services, and strategic pages.

"We were very excited to find out Atlantic Financial FCU had won the NAFCU Best Promotional Campaign award for the Web Hunt," says Christine Musson, Marketing Manager for Atlantic Financial Federal Credit Union. "The campaign was a huge success and this award shows AFFCU's commitment to educating our members and providing the highest level of service."

Each year, NAFCU rewards the most creative and successful promotions of the credit union community. Winners of the NAFCU Marketing Awards' seven categories will be recognized by their peers, their members, and credit union leaders nationwide.

For Atlantic Financial's Best Promotional Campaign using Web Hunt, its criteria consisted of creating multiple promotional pieces designed to accomplish a single goal or objective – in this case, it was the credit union's website. All pieces of the promotional campaign promoted the same product, service, loan, membership group, etc. NAFCU's Awards Committee evaluated the entries, which included but will not be limited to the following:

- Creativity of promotional campaign
- Appropriate design and copy based on the goals and objectives
- Effectiveness/measurability of results

As a winner, Atlantic Financial received a plaque that is displayed in its lobby. The credit union also received public recognition and display at NAFCU's Strategic Growth Conference, March 9-11, 2010, at Bally's Las Vegas, Las Vegas, Nevada. As well as be the subject of a feature article in *The Federal Credit Union*, NAFCU's bimonthly magazine

To date, Code Green's Web Hunt system has won:

- CUNA Diamond Award
- CUES Golden Mirror Award
- CU Journal Best Practices Award
- NAFCU Best Promotional Campaign Award

“Having a part in helping Atlantic Financial win this award is a tremendous honor,” says Jason Green, CEO and founder of Code Green, developer of CU Web Hunt. “When we look at the performance numbers from Atlantic Financial's Web Hunt campaign, we're still stunned. It was an amazingly successful campaign – and we look forward to helping other credit union achieve the same results with Web Hunt.”

About Code Green

Code Green™ is a marketing technology company focused on the specific needs of credit unions. In addition to the CU Web Hunt marketing system, Code Green is the creator of the BranchMap ATM and branch locator tool, and also provides a variety of other data-driven marketing services and web technologies for credit unions. Please visit www.codegreen.org for more information and interactive demonstrations.

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