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Belvoir FCU Uses BranchMap to Create Gen Y Member Retention Network

Alexandria, VA – June 18, 2009 – In an effort to “be there” throughout its members’ life stages, Belvoir Federal Credit Union (\$274 million; 29,270 members; Woodbridge; VA) has leveraged Code Green’s online ATM/Branch locator tool, BranchMap™, and social network site, CU View, to create an all-encompassing member retention network. The goal of this online network is to attract and communicate with the young members (Gen Y) and promote the credit union’s services throughout the stages of their lives, such as graduations, weddings, car and home purchases, investments, etc. As a result, this audience will hopefully use Belvoir Federal’s financial services for life.

First, Code Green’s BranchMap enhances Belvoir Federal’s online ATM/Branch search process by consolidating its locations into one interactive search and mapping tool – all on its Web site (<http://www.BelvoirCreditUnion.org>). BranchMap allows Belvoir Federal’s members to experience that convenience first hand as they search nationwide, zoom in and out, see satellite photos, obtain details for each location including turn-by-turn driving directions and hours. This technology allows Belvoir Federal to provide services for its members anywhere they go, for life.

“Our goal with this technology is to be available for our members throughout all of life’s stages by providing them with a financial relationship they can rely on, trust in, and access anytime - anywhere,” states Amy Shanks, E-Marketing Specialist for Belvoir Federal Credit Union. “Imagine the relief to start college or a new job in a different area and be able to stay with the credit union you’ve been with for some time – especially in this economy it’s priceless to remain with a financial institution you trust.”

One example of reaching out to the Gen Y audience: Belvoir Federal hosts more than 150 colleges on its Web site’s university search feature where future college students can search for the credit union’s ATMs and branches in and around the college they will be attending. This online feature keeps them connected

to Belvoir Federal wherever they are throughout their college years and eventually throughout all the stages of their lives. The university search feature has received a strong initial response - within two weeks of going live with the university search on June 1, 2009, the credit union saw 228 page views, 169 unique views, 154 returning visitors, 75 new visitors – all logging on from the U.S., Germany, and Iraq. There's even access via mobile phones.

Meanwhile, Belvoir Federal's social site CUView (<http://www.cuview.com/belvoirfcu/>), truly targets the Gen Y crowd with posted videos, blogs, financial links and services, contests (referrals to acquire points for gas cards), university search, popular tags, and more.

“Belvoir Federal Credit Union is a great example of all the things you can do with our products to develop a comprehensive member retention tool – even for the Gen Y crowd,” says Jason Green, CEO of Code Green, developer of BranchMap. “We hope it continues to be a growing success for them well into the future, capitalizing on the instant accessibility and interaction this technology allows.”

About Code Green's BranchMap

Code Green's BranchMap™ is an interactive tool for a financial institution's website that allows members to quickly find any their branch or ATM locations, surcharge-free ATM network locations, and shared branch locations – all in one place without having to leave their website. BranchMap Mobile makes that same information easily available over mobile phones and other handheld devices. BranchMap is both a useful educational tool and a powerful marketing experience for credit union members, as it can make life easier for MSRs, and it can drive home the message of convenience. Please visit www.branchmap.com for more information and interactive demonstrations.

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