



***For Immediate Release***

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**Olean Area FCU Moves \$3.5 Million Card Portfolio to TNB Card Services**

**Dallas, June 29, 2009** – The \$165 million Olean Area Federal Credit Union in Olean, New York, is partnering with TNB Card Services to turn a one-dimensional card product into an optimized and diversified card program. The credit union will convert the processing of its \$3.5 million card portfolio to TNB later this year.

Olean Area FCU, with more than 18,000 members, expects to increase card penetration, expand and solidify relationships within its member base, and broaden its member benefits, by leveraging TNB's robust processing platform. The credit union will institute risk-based pricing and add a Platinum card, a business card offering, as well as TNB's Rewards2U<sup>®</sup> loyalty program.

"TNB not only has the experience and tools to help us grow, but we'll have a dedicated support team to advise us on ways to enhance our card products," said Brian Snyder, vice president of lending for Olean Area FCU. "TNB will help us develop a strategic plan through its consulting effort, which will help us determine how to best grow the portfolio."

Snyder added, "We're especially looking forward to being able to market our card via TNB's marketing campaigns, which will help drive awareness and usage of our credit card."

Olean Area FCU is a community chartered credit union with two branches serving the city of Olean and surrounding areas, including more than a dozen New York townships.

Credit unions are moving their card processing to TNB Card Services in record numbers. TNB now serves more than 550 credit unions and processes more than two million card accounts annually.

**About TNB Card Services**

TNB Card Services, owned and directed by credit unions since 1976, provides electronic payments processing for credit unions nationwide. Serving more than 550 financial institutions of all sizes and managing more than 2 million cards, Dallas-based TNB enables credit unions to enhance member loyalty through credit union-branded card products. For more information about TNB, go to [www.tnbcard.com](http://www.tnbcard.com) or call Mark Fenner at 1-800-422-0733 ext. 6655. ###