



For Immediate Release

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TNB Card Services Sparks Blazing Hot Credit Card Account Growth with ‘One Hot Summer’ Promotion

Dallas, December 7, 2009 – Helping credit unions leverage their branches to acquire new cardholders was the primary goal of TNB’s One Hot Summer Promotion. The in-branch campaign, which ran July 15 to September 6, successfully generated a 30 percent increase in new accounts over the same time period a year ago for participating credit unions.

The One Hot Summer in-branch acquisition promotion helped credit unions effectively cross-sell their MasterCard and Visa credit cards. TNB provided a complete turnkey campaign, including promotional materials sporting the One Hot Summer theme, such as tent cards, posters, buttons, and giveaways. There were also employee prizes and a grand prize drawing for a \$1,000 MasterCard gift card. Employees earned a contest entry for every new account application that was approved. Hundreds of prizes, including retail gift cards and beach towels, were given away to credit union employees.

A One Hot Summer promotion website was launched to provide participating clients with an easy way to order materials and get program information. The site included the One Hot Summer blog which enabled TNB and participating clients to exchange tips, ideas and suggestions on how to make the promotion more successful for their credit union.

For MCT Credit Union of Port Neches, Texas, the One Hot Summer promotion was a huge success. The \$185 million credit union achieved a 565 percent increase in new accounts during the promotion period, compared with the same period last year. “Our branches were heavily engaged in this promotion,” said Sandra Duvall, director of marketing for MCT Credit Union.

“Each branch was decorated and each Friday employees dressed up in Hawaiian attire. The decorations, along with TNB’s promotional materials, were conversation openers, which made it easy for us to talk with our members about our credit card.”

Duvall added, “TNB thought of everything, making it easy for us to execute. Besides the large number of new cardholders we added, we all celebrated when Danielle Howland, one of our member service representatives, was drawn as the grand prize winner.” Danielle received a \$1,000 MasterCard gift card.

“The branch is the most cost-effective channel to obtain new cardholders,” said Mark Fenner, TNB’s senior vice president, “MCT Credit Union has had great success with leveraging TNB’s expertise to make their branches a growth channel for their credit card program.”

About TNB Card Services

TNB Card Services, owned and directed by credit unions since 1976, provides electronic payments processing for credit unions nationwide. TNB delivers exceptional processing services for credit, debit, and ATM transactions and provides portfolio consulting and marketing programs that increase card usage and grow card programs. TNB enhances member loyalty through credit union-branded card products and services, including card personalization products and loyalty solutions. For more information about TNB, go to www.tnbcards.com or call Mark Fenner at 800-422-0733 ext. 6655.

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