



Better Rates...Better Service...Better Banking!SM
Sperry Credit Union

2400 Jericho Turnpike
Garden City Park, NY 11040
www.sperryfcu.org

FOR IMMEDIATE RELEASE

(Garden City Park, NY, April 2, 2010)

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New E-Branch Rewards Member Behavior



It's new...it's exciting...it's an E-Branch – www.sperryfcu.org

This press release is not just about a new web site...it's about the fact that banking is experiencing a dramatic shift with more and more people embracing technology to do their banking. It's about the fact that they are checking their accounts several times a day. It's about the fact that they are not visiting their branches as often.

Sperry recognized this evolution and opened its E-Branch for business on Thursday, April 1, 2010 to give their members what they want - convenient and rewarding service. With a refreshed website and the introduction of the E-Branch, Sperry better aligned their service resources to meet members' remote banking behavior while attracting the new members of tomorrow.

Quick Facts

- Live Chat is featured throughout Sperry's website. Sperry is the ONLY credit union on Long Island to provide this convenience!
- Right now almost 1,600 people log into Sperry's Online Banking and Online Bill Payment system (PC 24) every single day.
- Almost 72% of all Sperry member transactions are performed electronically.
- "Individuals who bank online look at their financial information four times more often than those who bank the old-fashioned way." ¹.
- As of December 31, 2009 Sperry Credit Union ranked 12th nationally in Return of the Member and 1st among its peers in NYS ².

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How the E-Branch Evolved

What started out as a website redesign, evolved into a whole new way of interacting with Sperry's members. Sperry's research revealed that the credit union sees more members online in a single day, than they see in three months combined in their branches! James Duffett, Vice President, recognized this growing channel and presented the E-Branch concept to the management team and Board of Directors. They all agreed that Sperry needed more than just a website refresh; they needed a whole suite of online products and the resources to support them. Sperry needed an E-Branch!

It was time to serve these online banking members and better understand their relationship with the credit union. By learning how they were banking, the credit union was able to identify the new products and services needed to build an E-Branch for members to call their own.

Jim assembled a team of professional to make it happen. Angela Fulgieri, who had been Sperry's Branch Manager, turned the Call Center into an Interactive Solution Center responsible for answering calls, opening accounts, responding to emails and chatting with members online in real-time. Danielle Pappas, the credit union's E-Specialist, researched and redesigned the website to make it more user-friendly, with better information flow and integration of various state-of-the-art financial tools.



The E-Team (l-r): Danielle Pappas, Angela Fulgieri, Pattie Dooknah, Jorge Ponce, June Shatel and Michael Patisso

- MORE -



Better Rates... Better Service... Better Banking![™]

What's an E-Branch all about?

The credit union's new E-Branch is a fully operational e-delivery channel that includes a Call Center, Online Banking and Online Bill Payment (PC-24), with enhanced elements such as e-mailed account alerts, online account open and fund, FinanceWorks, live chat and co-browse. The credit union is also rewarding members for using the E-Branch with special loan products and promotions. Planned enhancements will include mobile banking, remote deposit, and online fund transfers and additional future enhancements will be guided by member feedback.

Today the website is refreshed and updated and includes some exciting new features:

- *FinanceWorks*: Manages all accounts and budgets in one place with this powerful personal financial tool.
- *Live Help*: Members don't always have time or the opportunity to pick up a phone. Now they can "talk" to a Sperry Solution Center representative online.
- *Co-Browse*: When members need help online, a Sperry representative can "see" what they are looking at and walk them through it.
- *Life Stages*: These new sections of the website are a resource to members at various stages of their lives, such as getting married, buying a home or starting a business.
- *E-Specials*: Offers, emails and banner ads are tailored to our members - things like loyalty discounts and more.
- *Web Alerts*: A red button will appear on our homepage when we have important information to share.
- *Account Alerts*: An email is sent when a check clears, if an account falls below a certain balance, when a large transaction clears and more.
- *Online Account Opening*: Members can add an account or open a new one online. Enhancements to this feature are coming in the months ahead as well.

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Sperry Credit Union Background:

Serving Long Islanders since 1936, Sperry Credit Union remains committed to delivering exceptional service and value to our membership. As of the fourth quarter of 2009 we ranked 12th among credit unions nationwide in returning value to our members.² These efforts have been rewarded with high member loyalty and a tremendous reputation – with membership surpassing 19,000 and assets eclipsing \$372 million by the end of 2009.

As a not-for-profit financial institution Sperry is open to the public and serves individuals, businesses and legal entities. Sperry offers diverse checking options, competitive savings and loan products, along with a suite of products designed to help small businesses. Sperry engages in civic involvement and philanthropic support within our community and is a founding member of KIOLI.org (Keep It On Long Island)..

Sperry Credit Union Branch Locations:

Garden City Park, NY 11040 2400 Jericho Turnpike
Garden City, NY 11599 830 Stewart Avenue
Farmingdale, NY 11735 521 Conklin Street
Phone: 516-873-7171
Fax: 516-873-7628
E-Branch: www.sperryfcu.com

Business Services and Corporate Development

Mineola, NY 11501 330 Old Country Rd., Suite 204
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Notes:

¹ *More – finance*, Jean Chatzky, April 2010

² Callahan & Associates - a renowned consulting group profiles the credit union industry regularly and measures the value credit unions give back to members. Ratings published by www.creditunions.com, April 2010.

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