

News Release

CONTACT:

Carma Parrish
(765) 489-4571 ext. 244
cparrish@pccu.com

Perfect Circle Credit Union Cruises To E-Statement Savings

HomeCU E-Statements will Produce Hundreds in Monthly Savings

Hagerstown, IN (April 30, 2002) -- Perfect Circle, a \$42 million credit union in Hagerstown, Indiana, switched to Database Management Services' HomeCU online banking service last year from a competing solution. Pleased with HomeCU's accessibility, simplicity, and cost, Perfect Circle decided to take the next step at the beginning of 2002 by implementing HomeCU's Electronic Statement Presentation (ESP).

Using the savings Perfect Circle knew ESP would yield--on printing, postage, and other expenses--the credit union launched a promotion aimed at increasing e-statement use, with a goal of enrolling 1200 members by the end of the year. Working with Crown Marketing Group, Perfect Circle Marketing Director Carma Parrish implemented a program under which accountholders who opt for e-statements get a chance to win a luxury cruise from Royal Caribbean or Carnival Cruise Lines. The promotion has paid for itself by accelerating enrollment. By the end of March, Perfect Circle had already surpassed half of its 1200-member goal, producing immediate savings of hundreds of dollars per month.

Parrish says the promotion has been equally valuable as a motivational tool for employees, who can also win a cruise and other rewards by signing up members for ESP. "By publicizing signup statistics throughout the credit union," she says, "we've created a meaningful incentive and even sparked a friendly competition among our three branches. We knew e-statements would benefit both our members and our bottom line. This program has just brought everyone on board a lot faster."

Perfect Circle Credit Union is the oldest and largest credit union in Wayne county Indiana and was chartered in 1932 - two years before President Roosevelt signed the Federal Credit Union Act into law. Based in Hagerstown, IN, with over \$40 million in assets, PCCU also serves Richmond, IN and New Castle, IN.

Crown Marketing Group is a performance improvement company that designs incentive programs to motivate and reward people to achieve specific results. More information about Crown Marketing can be found at www.crownmarketing.com or by contacting Michelle Manning at 1-800-470-3760.

HomeCU is the innovative home banking solution developed exclusively for credit unions and proven since 1996. Full-featured, secure, and cost-effective, HomeCU integrates easily with many different data processing systems and includes e-statements, online member surveys, and a domain-based e-mail server. Additional information and a live demo are available at www.homecu.com.

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