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Catalyst Corporate Launches Mobile Solution

*Credit unions can connect to mobile membership
with a uniquely-branded application*

Plano, TX – Catalyst Corporate Federal Credit Union is ready to provide a cooperative-based solution for credit unions looking to offer mobile banking services for members.

The growth of smartphones is explosive—with nearly 45 percent of the U.S. population now using devices such as iPhones and Androids to work, learn, play and stay connected. “With millions of credit union members migrating to these new technologies, credit unions understand the importance of getting connected with their members through a mobile banking solution,” said Karen Coble, vice president of sales for Catalyst Corporate.

The mobile solution offered by Catalyst Corporate includes features that allow members to check balances, review transaction history and make internal transfers—all through their smartphone devices. The service also allows credit union members to make mobile check deposits by photographing the front and back of checks with their smartphones.

The service is currently compatible with iPhone and Android technologies—with plans to extend to additional smartphone providers in the near future.

“Based on significant data, a compelling ingredient in the mobile landscape is the ‘user experience.’ Customers using mobile services want convenience and an intuitive array of useful activities that can solve problems while on-the-go,” Coble said. Catalyst has selected a premier app-developer to create a state-of-the-art user experience. As a result, the Catalyst Corporate mobile solution features a downloadable application-driven experience that puts key credit union services at the fingertips of credit union members, she said.

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In addition to app-based connectivity specifically designed to streamline member access, credit unions can also benefit from these features offered by Catalyst Corporate's mobile solution:

- A fully-functional service that integrates with each credit union's core systems.
- A customizable platform that can readily incorporate unique branding
- An emphasis on analytics and member satisfaction measurements gained via easy-to-administer surveys
- Access to turnkey marketing materials that can be used to build product awareness and interest.

Additionally, the core components of Catalyst Corporate's mobile solutions are flexible and can be adopted to meet the individual needs of credit unions. As a result, Catalyst Corporate offers the following configurations: stand alone mobile banking; mobile banking with mobile check deposit; stand alone mobile check deposit, and mobile check deposit that integrates with a credit union's existing mobile banking product.

For more information—or to begin the process of offering a mobile solution to credit union members—visit www.catalystcorp.org/rdsmobile.aspx, email contactus@catalystcorp.org or contact your account executive at 800-442-5763.

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