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Two More Credit Unions Introduce Mobile Marketing App CU Mobile Marketing® is the first of its kind, the only with national awards.

[SAN LUIS OBISPO, CA] CBC Federal Credit Union and Water and Power Community Credit Union are the latest institutions to add a dedicated mobile-marketing application for Apple's iPhone. The app, called CU Mobile Marketing, is the first of its kind in the nation. It is the only app to have won top awards from both the Credit Union National Association (CUNA) and the Marketing Association of Credit Unions (MAC).

Free Application is First of Its Kind

Unlike mobile banking apps that support only transactions, CU Mobile Marketing is both a conduit to existing mobile or home banking functions and a full-featured marketing communication channel. Data Based Marketing developed the app specifically for the financial service industry. "Mobile is a new communication channel for financial service providers" says Data Based Marketing founder Dave Dawson. "We see the need to add a robust, cost-effective marketing tool to the existing mobile banking functions."

Only Winner of Multiple National Awards

CoastHills Federal Credit Union was the first to use CU Mobile Marketing. MAC awarded CoastHills both their MAC Now award in October 2010 and their Gold award at the association's annual conference in June 2011. CUNA gave CoastHills their top Diamond award for the app at the CUNA Marketing & Business Development Council annual conference in March 2011. These are the first national credit union industry awards for any mobile app.

Developer Has 25+ Year Financial Service Industry Experience

Data Based Marketing is an award-winning agency that was formed in 1985 and specializes in credit union marketing. The agency has generated over \$750 million in new account volume for its 100+ clients from multiple industries, including automotive, aviation, agriculture, education, financial, food service and pet. For more information, contact Dave Dawson at 805-545-5460 or go to www.dbmkt.com.