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Credit Union Introduces Nation's First Integrated Mobile Marketing & Banking Application **iPhone Application is first, Android and Blackberry versions to follow.**

[Lompoc, CA] After many months of development, CoastHills has introduced the nation's first integrated mobile marketing and banking application for smartphones. The application or "app" as they are called, was recently published for the Apple iPhone® through that company's iTunes® store.

Free Application First to Integrate Mobile Banking with Marketing Offers and Credit Union News

The new CoastHills app is different than the small number being published by other credit unions. Virtually all of these 100 or so apps offer just mobile banking functions. The CoastHills app adds marketing offers and current news to its mobile app's banking functions. This means app users will get mobile banking convenience and receive up-to-the-minute news about the Credit Union.

"As marketers, we have to move at the same warp speed as the technological world we live in. This app provides the opportunity to provide consumers access to our message at their fingertips. The segment that demands this is growing exponentially" said Scott Coe, Senior Vice President, Marketing at CoastHills.

Complete Suite of Mobile Banking Controls

The CoastHills app provides mobile banking via secure access to the Credit Union's Home Banking system, which has a complete set of controls to access a member's account through encrypted Internet connections. Members can check account balances, transfer funds between deposit accounts, make loan payments and generate on-demand account statements from their smartphones, just like they do from their computers.

Other commonly used features include a national database search of the fee-free CO-OP ATMs nearest the mobile app user, wherever they are at that moment. The Credit Union's nearest branch and one-touch links to key CoastHills phone numbers are also included in the new smartphone app.

Marketing Offer Alerts and Current News

The CoastHills Mobile Marketing app will also provide marketing offers to the members, alerting them through the application itself. This will allow the Credit Union to quickly and inexpensively communicate. The CoastHills Mobile Marketing app is provided free via the iTunes store. Future releases will be made for the Android and Blackberry phones, based on feedback from the initial users.

Developed by Longtime Credit Union Marketing Agency

The CoastHills Mobile Marketing app was the brainchild of Data Based Marketing, an agency with 25 years of credit union industry experience. Data Based Marketing founder Dave Dawson said "CoastHills continues to demonstrate industry leadership by innovating in all areas of its operation. We are thrilled to support them in the marketing arena." Dawson also mentioned plans to form a new firm to provide smartphone apps for the financial industry. "Financial service marketing cannot afford to miss out on this new communication channel. We intend to lead in this area."

CoastHills Federal Credit Union is a \$600+ million organization with over 65,000 members and 11 branches. CoastHills has won multiple industry awards, including top honors from the National Association of Federal Credit Unions (NAFCU) and the Marketing Association of Credit Unions (MAC) for the nation's largest dollar volume loan promotion in 2008. Formerly Vandenberg Federal Credit Union, CoastHills provides services to all residents of Northern Santa Barbara County and all of San Luis Obispo County in the central coast region of California. For more information, contact Scott Coe at 805-733-7643 or go to www.bankamongfriends.com.

Data Based Marketing was formed in 1985 and specializes in the credit union industry. They were the agency that produced the record-breaking Deals for All Wheels vehicle loan promotion that generated \$110 million in gross volume in just four months and was the most successful single credit union project in 2008. The bulk of its 100+ clients are the nation's credit unions, but it also serves clients in other industries. For more information, contact Dave Dawson at 805-545-5460 or go to www.dbmkt.com.