



NEWS RELEASE

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KeyPoint Launches Global Mobile Banking Using MShift Technology

Santa Clara, CA. KeyPoint Credit Union is pleased to announce the “Go KeyPoint” free world wide mobile banking services that makes it possible to use cell phones, smart phones, and PDAs to access accounts. MShift mobile technology coupled with the Open Solutions host system used by KeyPoint makes it possible to bring state of the art technology solutions to the very tech savvy members served by the organization. *Over 6,000 Internet devices may be used to access KeyPoint On-Line Banking from any major wireless carrier.*

KeyPoint Chief Operating Officer, Juli Anne Callis, stated “the elegance of the solution is that it allows our high tech constituency the power to choose both the equipment and carrier they prefer” “as a financial institution serving thousands of young, smart, extremely mobile high tech employees, we need to support both their global life styles, and their desire to change carriers and equipment whenever they decide to do so without interrupting their access to their accounts.” Callis stated “The MShift solution was very easy to implement as well as cost efficient from the perspective of the financial institution clearly the best opportunity to bring this solution to a marketplace clamoring for global access”.

“We are pleased to be partnering with KeyPoint, a leading innovator in the Credit Union sector,” said Awele Ndili, chief executive officer of MShift. “KeyPoint displays a commitment to its members by providing excellent services based on emerging technologies that are helping to make banking easier.”

KeyPoint is located in the heart of Silicon Valley with assets of approximately \$800 Million. It serves over 70,000 clients that live in that area and are predominantly high tech professionals. Mobile access to online banking services at KeyPoint include: Bill Pay, Funds Transfers between KeyPoint accounts, the ability to Check Rates, Locate Branches and ATMs as well as View Transaction History via mobile channels. Access to this service is as easy as logging on at <http://go.keypointcu.com>. For additional information please visit www.keypointcu.com.