



**FOR IMMEDIATE RELEASE**

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**PEFCU FIRST TO OFFER WEB-ENABLED MOBILE ACCOUNT SERVICE**

West Lafayette, Ind. – February 7, 2008 – Purdue Employees Federal Credit Union (PEFCU) maintains its place as a leader in the financial services industry by becoming the first credit union in Indiana and the first financial institution in Greater Lafayette to launch a Web-enabled mobile account service called PEFCU2Go.

“At PEFCU, we are committed to making financial transactions as easy and convenient as possible for our members,” said Bill Connors, PEFCU chief executive officer. “In order to fulfill that commitment, we constantly evaluate our members’ needs. It’s the reason we invest in innovative solutions like our new mobile service.”

Through PEFCU2Go, which is powered by MShift<sup>®</sup>, PEFCU members are able to check account balances, transfer funds, and pay bills using their Web-enabled cell phone or other mobile device. The mobile service is safe and provides a consistent member experience with the online account service by employing the same multi-factor identification authentication for mobile and online access.

In order to use PEFCU2Go, members must be enrolled in PEFCU Online (online account access). They simply type [www.pefcu2go.com](http://www.pefcu2go.com) into the browser on their Web-enabled mobile device and login using their PEFCU Online username and password. Then they enjoy the safety and convenience of anywhere, anytime account access. Members with questions may contact a PEFCU representative at 765.497.3328 or 800.627.3328.

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MShift® is the leading provider of wireless banking solutions for financial institutions. The MShift wireless banking solution includes wireless bill pay as a standard feature, which gives the ability to view, pay, and cancel bills from any Internet enabled by phone, PDA or mobile device.

Founded on the Purdue University campus in 1969, Purdue Employees Federal Credit Union (PEFCU) boasts assets exceeding \$475 million and serves more than 56,000 members nationwide. The credit union is driven by superior member service and is dedicated to serving the Greater Lafayette community.

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