



For Immediate Release

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Robins Federal Mobile Banking Efforts, A Year Later

Warner Robins, GA – Robins Federal Credit Union partnered with MShift to provide their members with a free Mobile Banking solution in April of 2009. This Mobile Banking product offers Robins Federal members a browser based option, as well as a text message option. In the past year, Robins Federal has added 8,764 Mobile Banking users.

To launch the product, Robins Federal started with a four week campaign that included a TV commercial, online advertising, and billboards. Robins Federal even partnered with their local news affiliate 13 WMAZ to put an ad for their Mobile Banking product on 13 WMAZ's new mobile news site. An additional seven weeks were added to the TV and online marketing campaign in hopes that it would continue the increase of members using this new service, and it did.

Robins Federal ran several internal promotions the remainder of the year, including advertising in their branches, on their website, through email blasts, and even running a promotion that gave members a chance to win their choice of a new cell phone, or having their cell phone bill paid for 6 months, for signing up for the product.

Dee Dee Côté, Vice President of Administration, said, "We are very pleased with the results so far from adding this additional product. We try to keep up with the changing trends in technology, and do our best to offer our members products and services that will be convenient for them and cater to their busy lifestyles."

New! Robins Federal Mobile Banking

Banking to GO

Anytime. Anywhere.

Log on to go.robinsfcu.org today!

*No purchase necessary, see www.robinsfcu.org for a copy of the Mobile Banking Promotion Giveaway official terms and conditions.

Use MOBILE BANKING now through May 31st and be entered to win one of the following:

WE'LL PAY YOUR CELL PHONE BILL FOR 6 MONTHS (up to \$100 per month)* or

WE'LL BUY YOU A NEW CELL PHONE (up to \$600 value)*

Caption for photo: Billboard design used during Mobile Banking Launch.

A Note to the Editor: Robins Federal Credit Union is a not-for-profit cooperative financial service provider with eighteen branches throughout Georgia. Robins Federal currently provides financial services to over 132,000 members and assets exceeding \$1.3 billion.

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