



Margaret J. Blankers
Public Relations Group, LLC

NEWS RELEASE

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Bronze Quill awarded to EasCorp for its 2008 DeposZip™ campaign *EasCorp and MJB PR Group honored*

Burlington, Mass. and Lenexa, Kan. (June 25, 2009)—EasCorp and its communications firm, MJB Public Relations Group, received a Bronze Quill from the Kansas City/International Association of Business Communications (KC/IABC) at its 2009 Awards Gala. They were selected from a field of some 200 entries throughout the Greater Kansas City area to receive the distinguished 2009 Bronze Quill for their 2008 communications campaign representing EasCorp's DeposZip™ consumer remote-check-deposit service.

A Bronze Quill is given for a communications project based on content that demonstrates careful and imaginative planning; a clearly stated purpose; high and consistent editorial and design standards; and significant and measurable results achieved. The 2008 communications campaign for DeposZip included opinion/editorials and educational articles; print publicity; select print, online and email advertising, and online communications.

“We are very pleased that DeposZip and its communications campaign are receiving such acclaim from the KC/IABC,” said Alan Bernstein, senior vice president, business development and strategic planning for EasCorp. “DeposZip has been receiving

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a lot of attention—not only because it fills a key need for credit union members, but also because our campaign clearly articulate its features and benefits.”

Since the beginning of 2009, DeposZip has taken in 121,000 deposited items, totaling \$95 million.

About DeposZip

Presented by EasCorp, DeposZip allows credit unions’ consumer and small-business members to electronically scan the checks they receive, and transmit them for collection. EasCorp captures the data, performs image tests, and securely displays the image to the credit union, where it is verified and eventually released for collection. No special software is needed, and members can use almost any desktop scanner or all-in-one printer/scanner. Any member who is pre-qualified, and has access to online banking and a home desktop scanner can use the new service. Credit unions interested in learning more about DeposZip may view a demonstration at www.deposzip.com, or contact George Dow at (800) 428-1144, ext. 3302, or gdow@eascorp.org.

About MJB Public Relations Group

Margaret J. Blankers Public Relations Group provides public relations, corporate communications, and advertising services to credit unions and their CUSOs, as well as corporate credit unions. With staff having a combined 40 years of strategic communications experience within the credit union industry, MJB Public Relations Group understands your credit unions’ needs for image building and member communications, and can respond quickly and effectively. Clients turn to our firm for its strong business and financial background, proven communications skills and ability to articulate credit unions’ stories. To learn more, visit www.mjblankerspr.com, or contact Lisa Mallow at (866) 714-7041 or lisa@mjblankerspr.com.

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