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FOR IMMEDIATE RELEASE

UW Credit Union Offers Instant Issue Credit Cards

January 24, 2012 – Madison, WI – UW Credit Union is believed to be the first financial institution in Wisconsin to offer Instant Issue credit cards. Now members can have a new or replacement credit card printed in-branch while they wait.

Instant Issue credit cards give members access to all the great features of their credit cards immediately. The credit union also offers Instant Issue debit cards to members, a service that was launched in August 2008. Members who open checking accounts are able to leave the branch with their new debit card the same day, and are now able to do the same with a new credit card account. This service can also be used to replace damaged credit or debit cards.

“Our credit cards are among the best value in the market, and we are pleased to be able to help people instantly switch to one of our cards,” explained Carma Atkinson, Card Programs Manager for UW Credit Union. “If a member has an approved credit card application, he or she can have a new credit card printed in-branch while they wait, at no additional cost. This alleviates the 7-14 day processing and mail delivery time frame that is typical when a member opens a new credit card. Now a member can start using their card right away.”

“This new method of distributing cards not only greatly increases convenience for our members, it improves our existing debit and credit card services,” said Paul Kundert, President and CEO of UW Credit Union. “For example, existing debit and credit card holders can instantly replace their cards if they get damaged. This is another example of our commitment to innovation in offering the latest technological services for our members. We’re proud to be the first financial institution in Wisconsin to implement this technology.”

About Us

UW Credit Union is a growing, federally-insured financial institution and a leading provider of a full range of financial services to University of Wisconsin communities. UW Credit Union’s 384 employees serve the financial needs of more than 161,000 members through world-class technology systems, and through a convenient network of 19 branch locations and 95 ATMs. With assets totaling more than $1 billion, UW Credit Union is ranked nationally among the leading credit unions. Founded 80 years ago by members of the University of Wisconsin community, UW Credit Union continues to operate as a not-for-profit, member-owned financial cooperative with locations in the Madison, Milwaukee, Stevens Point, Green Bay, Oshkosh and Whitewater areas. Visit UW Credit Union at uwcu.org to learn more.