

FCCU Is First Financial Institution in the State of Wisconsin to Invest in the New Buzz Points Program that Creates Stronger Local Communities

FCCU members can keep dollars at home and earn Buzz Points rewards by shopping with participating Ft. Atkinson, Whitewater and Jefferson merchants

Austin, Texas and Ft. Atkinson, Wisconsin – September 5, 2012 – <u>fisoc</u>, the company offering Buzz Points, today announced that they have signed an agreement with the <u>Fort Community Credit Union (FCCU)</u> to launch the rewards program for members of the Fort Atkinson, Whitewater, and Jefferson, Wisconsin-based credit union.

Buzz Points gives customers a powerful incentive to shop at Fort Atkinson, Whitewater, Jefferson businesses, strengthening each of the communities by keeping local money local.

"FCCU is the first financial institution in Wisconsin to sign up for our Buzz Points rewards program and there is no question that it will benefit the whole area," said Jay Valanju, CEO of fisoc. "Various studies have indicated that of \$100 spent with national retailers, anywhere from \$13 to \$33 remains in the community whereas that same \$100 spent with local merchants results in \$50 to \$60 staying in the local economy."

When local businesses start to award Buzz Points, they will enable the credit union's members to earn points at their location each time a debit card is used. The program can increase member loyalty, provide the opportunity for Buzz Points Program Merchants to promote selected products and attract new business.

The points earned by FCCU members can lead to reward cards from the credit union that can be redeemed locally or donated to a favorite church, school, sports team, charity or public service organization within the Fort Atkinson, Whitewater and Jefferson communities.

"Our credit union has been a long time supporter of multiple public service programs in each of the communities where we have FCCU locations. However, we consider the Buzz Points program to be truly revolutionary and our theme will be 'Building Stronger Communities'," stated FCCU President Ron Vogel. "And it won't be all business; we'll be teaming with fisoc to kick off the campaign with a little competition."

To launch the 'Building Stronger Communities' campaign fisoc and FCCU will sponsor a photo competition for the best photographs that sum up what is great about living here.

There will be three categories that include: 1) best photo that represents the community; 2) best photo that captures a charitable action in the community; and, 3) best photo of a BuzzMerchant active in the community. All rules, details and conditions of the contest will be announced later this month.

About fisoc and Buzz Points Program

fisoc was founded to develop and provide products that enable credit unions, independent and community banks to target consumers through social engagement and rewards programs. Fisoc Inc. helps financial institutions increase transactions, improve account balances, and grow loan demand as they attract new customers. The Buzz Points Program increases existing customer loyalty and attracts new customers. Investors include Greycroft Partners, Daylight Partners and Angel Investors. For more information, please visit: www.buzzbanking.com.

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