



Press Release

For Immediate Release

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OneBridgeSM Enhances Risk Management Services

Card Processing Company Launches New Lost/Stolen Reporting and Activation to Help Cardholders

INDIANAPOLIS, IN (March 15, 2005) – OneBridge has introduced two enhanced services designed to strengthen financial institutions' risk management efforts while helping them maximize cardholder experience.

The enhanced lost/stolen card reporting service allows a cardholder to report a card lost or stolen without knowing the card number. This not only makes it easier for a cardholder to report the card, but can also decrease the amount of time it takes to block the card. The enhanced card activation service requires new cards be activated from the cardholder's primary phone number. This helps to ensure that new cards are activated by the actual cardholder.

Idaho Central Credit Union in Pocatello, ID has been up and running with the new services since February 6, 2005. "We are especially pleased with the new lost/stolen card reporting," said Brenda Worrell, vice president of operations at Idaho Central. "Our old process for blocking cards required a lot of manual work on the part of our cardholders and our staff. With this new system, the cardholders can do it all themselves. It has definitely increased the level of service we can provide to our members."

Both services utilize an audio-response system to deliver 24/7 service to cardholders. Each institution is given a unique toll-free phone number and can customize their messages to reinforce their own brand identity.

About OneBridge

OneBridge provides financial institutions with comprehensive card processing solutions to maximize credit and debit card programs through a range of services that support and enhance cardholder experience and increase profit potential. Headquartered in Indianapolis, the privately owned corporation was founded in 1994 under the name AmeriCard.

In 2004, the company changed its name to OneBridge to communicate its role at the core of card processing. *One* signifies a single, trusted source of knowledge, and *Bridge* represents connections and opportunities.

For more information, contact OneBridge at 800.322.4035 or visit www.onebridge.com.

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