



## **NEWS RELEASE**

### Contacts:

Duane Kimball, RewardsNOW, 800-240-4814, ext. 201

Kevin Tanzillo, Dux Public Relations, 972-889-9577

Leslie Kern, OneBridge, 317-275-5814

## **OneBridge, RewardsNOW Alliance Offering Rewards Programs to Credit Unions, Community Banks**

### ***OneBridge Names RewardsNOW Its Exclusive Rewards Program Provider***

DOVER, New Hampshire, September 19, 2005 – Loyalty marketing leader RewardsNOW's selection by credit and debit card processor OneBridge as its exclusive rewards program provider is paying off for both companies, the two organizations said today, as they assessed the progress of the relationship that began earlier this summer.

OneBridge is an 11-year-old company focusing on small to mid-sized credit unions and community banks for its card processing, marketing, and consulting services. For the Indianapolis-based firm's credit union and bank clients, the availability of rewards programs creates new opportunities for connecting with their members and customers.

"Our clients recognize the immense value a cardholder rewards loyalty solution can bring to their credit and debit card programs," said Nancy Linxwiler, vice president of product development and management for OneBridge. "It allows them to offer an attractive incentive and drive up usage with their current cardholders, as well as attract new cardholders and grow their portfolio."

Linxwiler added that OneBridge conducted considerable market and client research to lead them to their relationship with RewardsNOW. "Based on client feedback about their preferences for rewards programs, we saw that RewardsNOW had the flexibility, creativity, and loyalty expertise that made them an ideal partner for building highly competitive rewards programs that will bring our clients success in the market," she said.

For OneBridge, tying the RewardsNOW program to debit cards as well as credit cards is a significant plus, with cardholders able to earn award points on both types of accounts. OneBridge is also leveraging RewardsNOW's turnkey marketing materials to help its clients promote their rewards programs.

“This is another good example of the movement of rewards away from a credit-cards-only benefit,” said Duane Kimball, president of RewardsNOW. “The rewards market is changing considerably. Institutions are looking for programs that let them reward all types of accounts and lines of business, from debit cards to online bill paying, direct deposits, home equity lines of credit, and more.”

By increasing the number of ways their customers and members can earn points – toward a better selection and quality of rewards – banks and credit unions can strengthen the business relationship and gain market share, Kimball noted. For instance, OneBridge’s program includes MusicRewardsNOW, the new RewardsNOW product that allows customers to use their points to download music, as well as the new RewardsNOW online, do-it-yourself travel booking system that enables restriction-free, best-priced travel on any scheduled passenger airline.

#### **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.

#### **About RewardsNOW**

RewardsNOW is a premier provider of marketing services for the financial industry. We design, implement, and manage turnkey direct marketing and rewards programs for all bank products including debit and credit cards. RewardsNOW products and services generate incremental profits from increased customer acquisition, increased product usage, and lower customer attrition rates. The company is based in Dover, New Hampshire. For more information, call 800-240-4814 or visit [www.rewardsnow.com](http://www.rewardsnow.com).