



News Release/For Immediate Release

January 12, 2011

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## **floridacentral CU Adds Online Financial Management and Person-to-Person Payments with Connect**

*Credit union expands its online channel capabilities to provide increased value to its members*

SALT LAKE CITY, UTAH – *January 12, 2011* - Connect Financial Software Solutions today announced that floridacentral Credit Union has expanded its online offering with the addition of Online Financial Management and Person-to-Person Payment capabilities. With more than 39,000 members and \$280 million in assets, floridacentral continues to expand its online channel as a critical area of ongoing growth, delivering expanded services to its membership.

“We view the online channel as a key aspect of our overall delivery strategy. Offering tools to our members to help them better manage their financial lives is a great way to expand the depth of our relationship with them.” said Brian Robinson, floridacentral CU’s Chief Marketing Officer. “Expanding our Bill Payment functionality to include the ability for our members to pay other individuals quickly and easily further extends our philosophy of offering a full-service solution that is convenient and easy to use.”

According to Joe Long, Vice President of Connect, “floridacentral continues to expand their online presence, creating convenience to their members as well as as tools to help them manage their finances and expand their relationship with the Credit Union.”

***About Connect Online Banking***

Connect Financial Software Solutions, LLC was formed to aid in the development, operations, and management of software solutions for credit unions. With a customer-centric philosophy and cooperative spirit, Connect's goal is to continuously provide credit unions with superior technology and at a reasonable price.

Connect's primary product is a leading-edge Online Banking solution. Available as a hosted or in-house solution, Connect Online Banking offers all the online banking features credit unions want, plus a variety of value-added features. Using Connect, members can open accounts online, receive account alerts, view promotions, utilize mobile online banking, pay bills, and access financial transactions directly from a Personal Financial Manager, such as, Quicken<sup>®</sup>, or Quickbooks<sup>®</sup>.

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