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FOR IMMEDIATE RELEASE

Belvoir Federal’s Annual Web Hunt Awards Members with High-Tech Prizes

Woodbridge, VA, June 14, 2013 — Belvoir Federal Credit Union awarded seven members with high-tech prizes for participating in the 4th Annual interactive Web Hunt games, which asked viewers of the credit union’s Web site to search and collect 8 hidden iPads®. When all iPads® had been found, the user unscrambled the letters shown to them and inserted the phrase onto Belvoir Federal’s Web Hunt application on Facebook.

Although the Web Hunt has been featured for the past four, consecutive years, the 2013 Web Hunt continued to have a positive reaction. The Web Hunt increased overall visits to the Web site by 107% of the original 176,421 visits seen during last year’s Web Hunt and pageviews increased by 128% of the projected 5% increase.

The credit union set a goal of increasing their Facebook fans by 81 people. At the completion of the Web Hunt, Belvoir Federal achieved 120% of the projected goal. The fans accumulated during electronic pushes, such as the Web hunt, provide Belvoir Federal the ability to reach members and potential members via on-demand channels such as Facebook.

Belvoir Federal awarded seven prizes for the 2013 Web hunt, ranging from a Windows 8 Touchscreen Laptop, an Amazon Kindle Fire, and five \$25 Best Buy gift cards. All winners were thrilled to learn that they had won. One winner even commented, “This is great news! I never win anything. Thank you so much.”

The Facebook application and Web site interaction was provided by CodeGreen, a division of Welch ATM. CodeGreen is dedicated to creating innovative marketing products, web and mobile technology services, and industry leading ATM related marketing services designed specifically for the needs of Credit Unions and Independent Banks. For more information, visit www.codegreen.org.

About Belvoir Federal Credit Union

Belvoir Federal is a member-owned, full-service financial institution that provides the foundation for the financial success of our Members. Belvoir Federal, a not-for-profit organization, has served the Fort Belvoir and U.S. Armed Forces community since 1946. For more information about Belvoir Federal, please visit www.BelvoirCreditUnion.org.

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The graphic features the text "Web Hunt 2013" in large blue letters on the left. To the right, there are three prize categories: 1. "TOUCH SCREEN WINDOWS 8 LAPTOP" with an image of a hand pointing at a laptop screen and the text "ONE WILL BE AWARDED. (VALUE \$549)". 2. "AMAZON KINDLE FIRE (VALUE \$160) ONE WILL BE AWARDED." with an image of a Kindle Fire tablet. 3. "BEST BUY gift card" with an image of a Best Buy gift card and the text "BEST BUY GIFT CARDS (VALUE \$25) FIVE WILL BE AWARDED.".