

FOR IMMEDIATE RELEASE:**BIG CHANGES COMING FOR LOCAL CREDIT UNION**

Phoenix, Arizona, May 20, 2016 – Arizona Federal Credit Union, a Phoenix-based financial cooperative, is shifting the focus of its retail delivery strategy based on a significant change in how members interact with the financial services the credit union offers.

Similarly to most consumers, Arizona Federal members have increased their use of banking solutions that add convenience to their everyday lives, including mobile deposit, online banking, and envelope-free ATMs. This has driven a 53 percent decline in branch transactions since 2010 and a 212 percent increase in mobile log-ins since 2012.

“We’re excited to bring more convenient financial technology, enhanced service options, and a redistributed branch network to our members,” said Jason Paprocki, executive vice president and chief operating officer of Arizona Federal Credit Union. “These changes will help our members take even more control of their financial lives, or, as we like to say, become financially empowered.”

The local cooperative is making changes in three categories:

- Increased digital offerings including new live chat features, increased functionality on their mobile app, biometric log-in options, external mobile transfers, and the ability to control their Arizona Federal debit or credit card with the CardPower app.
- Enhanced availability for members with a new 24-hour-a-day, 7-day-a-week member services team to provide assistance with fraud claims, password resets, and more.
- An updated branch network that will bring two new locations to members (one in the West Valley and one in the Southeast Valley), as well as consolidating the Apache Junction, Mesa, Cave Creek, Bell Road, and 19th Avenue locations.

“We briefly considered moving toward a 100 percent digital atmosphere for our members. However, we believe there is still value in having locations available for our members and are aiming for one location within a 15-minute drive of most of our members within the Valley,” said Paprocki.

“Our current physical footprint is underserving members in the far West Valley and Southeast Valley. At the same time, we’re clustered too close together in other parts of the Valley. Over the next few years, we will be resetting our branch network to better align with this strategy.”

The refreshed delivery strategy is part of a focus to provide members with enhanced tools to manage their finances quickly, conveniently and from wherever they are. Arizona Federal has a history of being one of the first to launch many technological offerings, including fingerprint and eyeprint log-in capabilities.

More information about these changes can be found online at ArizonaFederal.org

About Arizona Federal Credit Union



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Arizona Federal is a \$1.3 billion not-for-profit financial cooperative providing financial services and expertise to more than 120,000 member/owners. Founded in 1936, the organization takes its mission of financial empowerment and mutual benefit to heart by providing members cutting-edge self-service tools, financial coaches, identity protection services, and annual member payouts when the cooperative does well. Arizona Federal has 15 locations across the Phoenix metropolitan area. Deposits are insured by the National Credit Union Administration.

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