



## FOR IMMEDIATE RELEASE

### Media Contacts:

Michigan Legacy Credit Union  
Crystal Gracz  
Marketing Manager  
[cgracz@michiganlegacycu.org](mailto:cgracz@michiganlegacycu.org) | 248-334-0568

FCTI, Inc  
Rebecca Hellmann  
Director of Marketing  
[rhellmann@fcti.net](mailto:rhellmann@fcti.net) | 636.295.5370

## Michigan Legacy Credit Union Partners with FCTI to Deliver Dynamic Messaging to Cardholders at 7-Eleven® Locations Throughout the US

*MBA® Screen Upgrade program delivers custom messages to Michigan Legacy Credit Union cardholders at over 8,000 7-Eleven stores nationwide.*

**Pontiac, Michigan and Los Angeles, CA – November 6, 2018** – [Michigan Legacy Credit Union](http://michiganlegacycu.org) and [FCTI, Inc.](http://fcti.net) today announced the launch of a multi-year contract to provide dynamic on-screen marketing to Michigan Legacy Credit Union cardholders at ATMs placed in 7-Eleven locations throughout the United States.

The agreement provides Michigan Legacy Credit Union the ability to deliver custom branded messages including targeted campaigns to their cardholders through the Screen Upgrade (SU) feature of FCTI's Marketing and Branding Application (MBA) ATM program. SU campaign setup includes the ability to target by location and other factors and campaign start and end dates, as well as the capability to run multiple campaigns at once.

SU screens are delivered throughout the ATM transaction, allowing the combination of multiple screens and topper to create a story for the cardholder that culminates in the final processing screen and printed receipt.

"This partnership will lead to better communication with our owners that don't bank in a traditional way. Michigan Legacy Credit Union strives to offer its owners the very best in remote banking services, and I feel this is an excellent product to provide the next level of service," said Carma Peters, CEO of Michigan Legacy CU. "Unlike traditional branding, FCTI's program allows us the opportunity to present our customized brand as well as dynamic messaging to our cardholders on an ATM outside of our branch network."

"FCTI's MBA program affords a unique opportunity for banks and credit unions to generate greater awareness of brand, products, and services – utilizing technologies not available at other ATMs," said Robel Gugsu, CEO for FCTI, Inc. "We are very excited to be working with Michigan Legacy Credit Union to expand their marketing toolbox with a package of flexible and dynamic tools to better reach their ATM users."

For more information and to find the nearest Michigan Legacy Credit Union location, visit [www.michiganlegacycu.org](http://www.michiganlegacycu.org).



To find out more about surcharge-free participation and ATM marketing opportunities at 7-Eleven locations throughout the US, contact FCTI at (800) 454-2317 or [sales@fcti.net](mailto:sales@fcti.net)

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**About FCTI**

FCTI, Inc. is a nationwide ATM solutions provider specializing in advanced ATM placements and operations for financial institutions and retailers. Our patented MBA technology, network partnerships, and leading software developments offer banks, credit unions, and businesses real marketing, distribution, and revenue-generating opportunities through the ATM channel.

Find out more at [FCTI.com](http://FCTI.com)

**About Michigan Legacy Credit Union**

Michigan Legacy Credit Union is a member owned, not-for-profit financial cooperative serving members who live, work, worship, attend school, or own a business in Wayne, Oakland, Macomb, Monroe and Livingston counties. Michigan Legacy Credit Union is committed to providing quality financial services at a competitive price delivered in a professional and efficient manner, while keeping members and their needs first. For additional information on Michigan Legacy Credit Union visit:

[www.michiganlegacycu.org](http://www.michiganlegacycu.org).

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