

Banking Association Celebrates 40th Anniversary; Launches New Website

NEBA's new website www.neba.com adds member resources and more functionality

WAKEFIELD, Mass. (February 26, 2009) – New England Bankcard Association (NEBA) today announced it is kicking off a year-long celebration of 40 years serving community banks with the launch of its new website www.neba.com. NEBA's anniversary celebration will also include a new corporate look and logo, two new e-newsletters, and a number 40-themed prize give-aways on the new website. NEBA is an association comprised primarily of community banks, and is the last remaining of the twelve original bankcard associations.

"NEBA's 40th anniversary is a significant milestone in this industry," said Stan Linkous, Sr. VP, Corporate Business Development. "In my forty years in the banking and plastics industry it is rare to see an organization that has shown such great ability to adapt to the increasing complexity of the market. NEBA brings value to members by simplifying and supporting those services that allow banks to foster growth and client satisfaction; all at a competitive price point."

In 2008, NEBA supported members with almost \$3 billion in combined debit, credit and merchant volume. This year, NEBA has signed three major banks to its membership, adding an additional \$300 million dollars of cardholder and merchant volume.

"NEBA has thrived by changing with the times, and by listening to and providing for our members' needs," stated Ted Keith, NEBA President and CEO. "2009 will be a year of celebration for NEBA. Our 40th anniversary banner will appear on many of our materials and we are planning a number of events to commemorate the occasion."

About NEBA

Founded in 1969 as one of the twelve original MasterCharge Associations, *NEBA (New England Bankcard Association)* provides domestic and international financial institutions in the U.S. and Caribbean a full range of credit card issuing, debit card, ATM driving, and merchant acquiring programs, products and services as well as the framework, assistance, support and education banks need to operate profitable, effective card programs that promote customer satisfaction and loyalty.

NEBA members participate in the design and management of their respective programs, and have the flexibility to offer one or any in the full range of NEBA payment system programs, products and services. For more information about NEBA's programs, products and services please visit us at www.neba.com.

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