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**FOR IMMEDIATE RELEASE**

**Alloya Announces Plan to Offer New Products**

*Alloya Corporate FCU, in organization, to launch complete suite of remote deposit capture*

Warrenville, ILL, July 28, 2011 – Shortly after Alloya Corporate is chartered, which is anticipated to occur on or before November 1, 2011, the corporate will begin offering a full suite of deposit capture solutions to its membership. The offerings will include ATM, teller, mobile, consumer and merchant capture products that credit unions can use to improve their efficiency and attract and retain members.

With the release of these new products, credit unions will have a fully-enabled application that will function on any tablet including the iPad. In addition, Alloya's new products will allow consumers to make deposits by simply taking a photo of a check with their smartphones, followed by transmitting the image directly to the credit union. These valuable tools will help credit unions remain active and current with the growing Gen X and Gen Y markets whose affinity to technology is a key factor in deciding which financial institution to join.

Additionally, with grass roots efforts continuing to push for higher member business lending caps, Alloya's remote deposit capture products for merchants will make the credit union a valuable business partner for new and existing business members. Business members who seek business lending will now have access to deposit products that are much more accessible and convenient when competing against commercial banks with large branch networks.

"Having robust technology as part of a credit union's operation is a necessity these days when the consumer and business members are demanding it and with so many competitors who can afford to offer it," said Kevin Brauer, SVP Member Relations at Alloya Corporate. "With the power of aggregation with membership in Alloya, even small credit unions can take advantage of the highest levels of state-of-the-art technology at very affordable rates."

By partnering with Alloya Corporate, credit unions can tap into these robust and sometimes expensive technologies at an affordable cost and easy implementation process. The Corporate implementation team will work closely with credit union staff to ensure that the products are up and running plus they will provide ongoing support and software maintenance, so that the credit union can compete effectively in this fast-paced and ever-changing marketplace.

For more information about Alloya Corporate, please visit [www.alloyacorp.org](http://www.alloyacorp.org).

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