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For Immediate Release

Illinois credit unions have new solutions to reach small businesses
New alliance results in customized Merchant/Cash Advance Processing Services

Wakefield, MA – March 10, 2010 – As a result of a new strategic merchant processing alliance, credit unions across the country now have a new avenue in which to provide vital services to, and strengthen relationships with, their local business community.

This is because Primax today announced it has partnered with the Illinois Credit Union League (ICUL) Service Corporation (LSC) to serve as a merchant provider and cash advance provider for the more than 3,100 credit unions served by LSC in 45 states.

Primax offers LSC's credit unions the flexibility to set up merchant programs for businesses with various outsourcing options. The marketing alliance features an Agent program in which the credit union refers their Merchant to Primax, who then takes care of the details and operations support to allow the Merchant to be set up and in business.

"Primax is pleased to make this direct connection with ICUL's members, and we look forward to supporting their individual members' Merchant program needs," said Ted Keith, Jr., Primax president and CEO. "Our customized card processing solutions support credit unions' unique relationships with their individual business clients."

To help educate credit unions more about this new partnership, LSC recently hosted a webinar detailing how the program works. By providing processing services for merchant retail, mail order, telephone, and Internet transactions, credit unions assume no liability and at the same time can benefit from a new revenue stream.

"Local merchants in particular are looking for lower cost processing options, and these services are a great opportunity for credit unions and can lead to other business relationships," said George Fiegle, LSC executive vice president. "Our partnership with Primax is another way in which we are fulfilling our mission to help credit unions compete."

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Note 1: Since 1981, the principal focus of Primax, formerly known as T.K. Keith Company, Inc., has been to strengthen the customer relations and profitability of its credit union clients with exceptional, customizable, high-quality card and card-processing programs, products and services. Primax designs, implements and supports credit, debit, and commercial card programs, products and services. For its Merchant clients, Primax offers the best in card-processing programs, products and services via advanced processing systems and product options including MasterCard, Visa, American Express and Discover credit cards, as well as signature and PIN-based debit cards. Primax is headquartered in Wakefield, Massachusetts, with satellite offices in various cities throughout the U.S. For more information about Primax and its products, programs and services, please visit www.primaxpayments.com.

Note 2: A subsidiary of the Illinois Credit Union League, the ICUL Service Corporation operates as a credit union service organization offering a wide array of fee-based products and services and is dedicated to helping credit unions compete. Its services include credit, debit, pre-paid debit, and ATM cards; strategic planning and collections. It serves credit unions in Illinois and 45 other states. More information can be found at: www.iculsc.com.