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Contact:
Christopher Morris
CUNA Councils
800-356-9655 ext 4102
cmorris@cuna.coop

CUNA TECHNOLOGY COUNCIL GIVES BEST OF SHOW AWARD TO SAYLENT TECHNOLOGIES FOR CARD360™

Madison, Wis. -- The CUNA Technology Council presented its Best of Show Award to Saylent Technologies for its Card360 product. The award was presented at the Bank Administration Institute's (BAI) Retail Delivery Conference, which took place Nov. 3-5 in Boston, Mass.

[Saylent Technologies](#) develops software solutions and services to increase non-interest income and core deposits. It won the Best of Show award for its Card360 solution, a portfolio optimization suite to help credit unions maximize the performance and satisfaction of their card programs. Card360 is the engine behind CO-OP Financial Services' Revelation product, currently utilized by CO-OP's debit processing customers.

When announcing the Best of Show winner, Rudy Pereira, council chair and senior vice president of operations and technology for Alliant CU in Chicago, said he was impressed with Saylent's innovative products, including Card360. "Card360 gives credit unions the ability to target custom segments of their portfolio and tailor messages to increase card usage and interchange income."

Tyson Nargassans, president of Saylent Technologies said, "We are pleased to be recognized by the CUNA Technology Council for our Card360 program. We are strong believers in the credit union movement, and we understand the importance of member relationships and 'good' fee income like interchange. Card360 empowers credit unions to initiate targeted, cost effective programs aimed at increasing share of wallet and interchange revenue as well as strengthening member relationships."

Since 2001, the CUNA Technology Council has presented the Best of Show award to the exhibitor that demonstrates a commitment to delivering technology that will further the growth of products and services in the credit union marketplace. Vendors' products are evaluated according to affordability, the benefit to credit unions and their members, a commitment to open standards, currently in use, and health of the company.

Photo Caption –

(L-R) Jackie Buchanan, CTC Vice Chair, EVP/CIO, Genisys CU, Kristopher Meyer, Judge, Alliant CU, Sharon Nargassans, Director of Finance/Administration, Saylent Technologies, Russell Pretitore, VP Sales, Saylent Technologies, Debbie Bianucci, President, BAI, Tyson Nargassans, President/CEO, Saylent Technologies, Rudy Pereira, CTC Chair, SVP Operations/Technology, Alliant CU, John Morawski, Judge, Massachusetts CU League, George Rudolph, Judge, Alliant CU, Fred Campobasso, Judge, Alliant CU.

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CUNA Technology Council

Established in 1995, the CUNA Technology Council is a member-led organization made up of more than 500 credit union technology experts across the United States. The Council's goal is to shape the advancement of credit union technology by leveraging collective peer strength through the sharing of information and fostering of professional development. The CUNA Technology Council is one of the six organizations that make up the CUNA Councils, a network of more than 4,700 credit union professionals. For more information, visit www.cunatechnologycouncil.org or www.cunacouncils.org.