



newsrelease

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PrimeWay FCU is 'All In' with Corelation's KeyStone

SAN DIEGO - March 14, 2012 - In order to continue developing products and services that best suit its members' needs, today and into the future, PrimeWay Federal Credit Union (\$398 million; 51,814 members; Houston, TX) found it necessary to update its core processing system. To achieve this goal, PrimeWay staffers searched and soon discovered Corelation Inc. They liked what they saw in Corelation's Keystone core processing technology. The Credit Union plans to go live with KeyStone on December 3, 2012.

"The management and founders of Corelation are people I trust and respect," states Annette Zimmerman, President and CEO of PrimeWay FCU. "These folks have a reputation for service excellence. They understand the credit union industry and the importance we place on member service."

Zimmerman adds that KeyStone's browser-based, member-centric design brings about efficiencies that enhance the member experience and enable PrimeWay's team members to focus more on member service and less on the data entry, system maneuvering, and other obstacles inherent in service processes.

"Their presentation blew us away," states T. Scott Kreinbring, Executive Vice President of PrimeWay FCU. "I am not an IT person, but when I saw the [KeyStone] presentation, it seemed so logical and simple. I felt like I could run a teller drawer that day - and I haven't done that in years. Excuse the cliché, but we are 'All In' with Corelation."

"Partnering with PrimeWay is a perfect fit for us, as well," says Corelation President, Theresa Benavidez. "We pride ourselves on knowing this industry intimately because of our vast experience in both technology and service. We look forward to partnering with PrimeWay with our unique technology and unparalleled client support, which will both ultimately enhance the value of their credit union for their members for years to come."

About Corelation, Inc.

Based in San Diego, CA, Corelation is the innovative new core processor for today's credit union. This solution is a member-centric system that empowers credit unions to offer the best member service possible, enhancing their value for member attraction and retention. In terms of industry experience, Corelation's staff has dedicated their careers to creating core systems and providing unparalleled client service. For more information, visit www.corelationinc.com.



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