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CONTACT:

Mike Lawson
michael@dmlcommunications.com
760.845.8146

Corelation Hires Former Fiserv VP as Business Development Director

SAN DIEGO - March 5, 2013 - Credit union core processor Corelation Inc. has already made quite a splash within the credit union industry. To expand the ripple effect of that splash on a national level - especially on the East Coast, the core processor has hired highly experienced, credit union veteran Tim Maron as its Director of Business Development. As of February 1, 2013, Maron, who will work from Philadelphia, PA, has taken the reins running the technology company's sales group.

Maron's previous positions within the credit union industry include Vice President of Account Management for North America at Open Solutions Inc. (now part of Fiserv) for three years and Vice President of Account Management at Fiserv for nearly 20 years.

"This move to Corelation feels familiar because I've known just about everybody on the team for many years," Maron says. "More importantly, I feel that many technology providers in the industry have lost the priority of helping credit unions take better care of their members. So many now focus just on the sale. On the contrary, Corelation's sole focus is on helping credit unions provide better service to their members through innovations in technology that we haven't seen in many, many years. I want to be a part of that return to a member focus - and that's what Corelation is all about."

Maron's primary goal right now is to ensure Corelation strategically approaches the appropriate opportunities to provide credit unions with its KeyStone core processing solution. Long-term, he hopes to greatly enhance the industry's awareness of Corelation and its unique technology offering nationwide.

He adds that he's honored to be on a team that has such a wealth of experience serving credit unions with fresh technology ideas and superior client service. "Knowing what most of the Corelation crew has accomplished over the years is incredible," Maron says. "They have all been there and done that - and they're doing it again with great success. It's wonderful to be an integral part of this tremendous effort."

"Hiring Tim Maron is a huge step forward for us," Corelation President Theresa Benavidez says. "His vast experience serving credit unions is absolutely complementary to our established team. We



look forward to having Tim enhance our presence and business opportunities not only along the East Coast but nationwide as well. He's the perfect fit for to help us grow to new heights."

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.

