



## FOR IMMEDIATE RELEASE

### **Navy Federal Credit Union and EffectiveUI Unveil iPhone App** New iPhone® application enhances the mobile banking experience

**VIENNA, Va. (May 25, 2010)** – Navy Federal Credit Union, the world’s largest credit union, and EffectiveUI, an award-winning, [user experience](#) (UX) design and development agency, today announced the release of a free mobile banking app for the iPhone and iPod touch®. The [Navy Federal mobile app](#) will make it easier for the organization’s 3.4 million members to securely manage their accounts from wherever they may be in the world.

Serving personnel and families from all branches of the U.S. Military, [Navy Federal](#) responded to the needs of its members – who are stationed all over the country and the globe – to give them seamless, mobile access to their banking services.

A unique feature within the iPhone app is the ability to receive an instant alert when interest rates change, which helps members track and decide when to apply for a loan. In addition, members can use the application to quickly check and calculate currency exchanges, an important feature for those stationed overseas.

The app also provides users with an intuitive way to locate the closest branch locations and free ATMs, research rates, and calculate loan payments, as well as the functionality and strength of a full-fledged mobile banking service. Members can instantly check account balances, view recent transactions and transfer money.

“With an adoption rate of more than 10,000 downloads in the first two weeks of its availability, the application is helping enhance Navy Federal members’ overall experience,” said Julie Griffin, Navy Federal’s vice president of eServices. “Without question, our commitment to a superior banking experience needed to transfer to our mobile application.”

Navy Federal enlisted EffectiveUI’s design and [UX expertise](#) in order to provide members with increased and intuitive access to their banking information. The companies worked together closely to ensure members’ mobile banking experience is not only productive, but elegant and easy, as evidenced by the high user rating on Apple’s App Store.

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“Creating a better user experience should be top of mind with government agencies and institutions as they begin to expand the channels through which they reach their audiences, and it’s great to see an organization like Navy Federal leading the charge in creating better user experiences by addressing member needs,” said Rebecca Flavin, CEO, EffectiveUI. “We were honored to work with Navy Federal to deliver a useful and engaging mobile application for their members.”

### **About Navy Federal Credit Union**

Navy Federal Credit Union is the world's largest credit union with \$41 billion in assets, 3.4 million members, 180 branch offices, and more than 7,100 employees worldwide. The credit union serves all Department of Defense military and civilian personnel and their families. For additional information about Navy Federal, visit [navyfederal.org](http://navyfederal.org).

### **About EffectiveUI**

Founded in 2005, [EffectiveUI](http://EffectiveUI) is an award-winning user experience agency that specializes in the creation and implementation of custom Web, mobile and desktop applications. EffectiveUI merges innovative technologies with expertise in user experience strategy, design and development to help today’s most respected brands deepen customer engagement through more exceptional software experiences. The company’s applications deliver competitive advantages, increase customer satisfaction and loyalty and produce measurable results. EffectiveUI has developed groundbreaking applications for organizations such as National Geographic, Discovery Channel, eBay, GE Health, Navy Federal Credit Union, Qwest Communications and American Greetings. It has earned an Adobe Gold Partner distinction and membership in Microsoft’s Global 20 Agency Partners. In September 2009, *Inc.* magazine ranked EffectiveUI No. 55 on its 28th annual list of America’s fastest growing private companies — the Inc. 500.

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