



FOR IMMEDIATE RELEASE

Navy Federal Credit Union Expands Mobile Banking with New Android™ App Created by EffectiveUI

New Android app focuses on enhancing the mobile banking experience

VIENNA, Va. and DENVER Colo. – August 17, 2011 – [Navy Federal Credit Union](#), the world's largest credit union, in partnership with [EffectiveUI](#), an award winning user experience (UX) design and development agency, today announced the release of their newest [mobile banking app for Android™*](#). Navy Federal is expanding its breadth of mobile offerings to help more members manage accounts and securely conduct transactions from the palm of their hand.

The app is available today in the [Android Market](#).

Making Day-to-Day Life Easier for Members

With credit union members throughout the country and around the world, Navy Federal has taken an additional step to provide them with a valuable [mobile experience](#). This app provides the functionality and strength of a full-fledged mobile banking service. Members can instantly check account balances, view recent transactions, and transfer money. They can also track and calculate interest rates and payments for auto, home, personal loans and credit cards, as well as find Navy Federal Credit Union ATMs and branch locations. The new app includes a tip calculator as well as a currency converter, which is key to military personnel stationed overseas.

“The Android app is the next step in our mobile strategy as we look to make it easier for our members to manage their Navy Federal accounts,” said Julie Griffin, Navy Federal’s vice president of eServices. “Because member convenience is one of our top priorities, it was important that we focus on making the app as useful, simple and seamless as possible.”

Focus on the User Experience

After a successful launch of its iPhone® app last year, Navy Federal again looked to EffectiveUI to [design and develop](#) the Android application. Bringing its [UX expertise](#), EffectiveUI worked closely with Navy Federal to create an app consistent with the Android platform, and provide not only a convenient and intuitive experience, but also one that is visually appealing and engaging. As of today, there have been more than 20,000 Android app installs.

“By focusing on the user experience in their mobile applications, Navy Federal is ensuring its members maintain a positive perception of the brand,” said Rebecca Flavin, CEO of EffectiveUI. “Too often, companies rush to produce apps without consideration for customer needs and desires, which can damage customer relationships. This new

app is tailor made for Navy Federal members on the Android platform – a recipe for the best possible brand experience.”

Supporting Resources

- [Navy Federal Credit Union](#)
- [Navy Federal Credit Union Android App](#)
- [EffectiveUI](#)
- [Mobile Study](#)

About Navy Federal Credit Union

Navy Federal Credit Union is the world’s largest credit union with \$46 billion in assets, 3.7 million members, 217 branch offices, and more than 8,000 employees worldwide. The credit union serves all Department of Defense military and civilian personnel and their families. For additional information about Navy Federal, visit www.navyfederal.org.

About EffectiveUI

Founded in 2005, EffectiveUI simplifies complex experiences, bringing value to people’s lives. By researching and articulating user needs, our team of customer insight, design and development experts create custom applications that improve digital interactions and enhance emotional engagement with a company and brand. Focusing on customer insight, EffectiveUI has worked with some of today’s top companies — including AAA, Boeing, National Geographic, Discovery Channel, eBay, GE Health, Navy Federal Credit Union, Qwest Communications, TIAA-CREF and American Greetings — to provide a strategic vision and to increase revenue, brand awareness, customer loyalty and usability.

*Android is a trademark of Google, Inc.

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Media Contacts:

Donovan Fox, Public Relations
Navy Federal Credit Union
P: 703-255-8073
Donovan_Fox@navyfederal.org

Jill Petersen, Director of Public Relations
EffectiveUI
P: 206.683.5225
Jill.petersen@effectiveui.com