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Navy Federal Introduces New Experience in Mobile Banking Application for iPad® Includes Advanced Features Not Found Anywhere Else



VIENNA, Va. (October 2, 2013) –[Navy Federal Credit Union](#) today announced the launch of its mobile application on the iPad device. Building on the success of its current mobile services, the credit union developed unique features for its latest mobile banking offering—the ability to transfer money between accounts from a single screen, a tracking tool for savings and spending, and an embedded calculator. The iPad app also takes a step beyond traditional mobile banking content to include resources for learning, links to news from the credit union, and even entertainment.

“Our application for the iPad transforms mobile banking from just simple transactions to an entertaining experience,” said Meghan Gound, assistant vice president of eChannels at Navy Federal. “It’s a connection to membership and builds on the relationships between the credit union and our members.” Gound affirms the advanced tools also help members become smarter spenders and savers, advancing the credit union’s push for financial literacy.

Features on the new iPad app include:

- All features currently available across Navy Federal mobile apps, including deposits and Bill Pay;
- Enhanced user experience, performance and speed in completing common transactions;
- A customizable financial calendar displaying user preferences, including Bill Pay, deposits and other financial transactions;
- Expanded search capabilities and graphic displays of money spent and saved;
- An integrated calculator for in-app computing; and
- A connection to Navy Federal news and events happening at the credit union.

According to a study by Forrester Research, a global research and advisory firm, a great customer experience must meet consumers’ needs, require little effort and be enjoyable. “We are changing the way users think about mobile banking,” explained Gound. “With full banking capabilities, an easy-to-use interface and social and educational tools, our app provides users with an enjoyable experience that will leave a lasting impression.”

The release of the iPad app marks the latest step in the advancement of Navy Federal's Mobile Banking services, which also includes applications for iPhone® and Android™ devices, a mobile website, and text banking. Recently, the credit union hit a milestone of 2 million app downloads while seeing a tenfold increase in mobile use over the past two years.

About Navy Federal Credit Union: Navy Federal Credit Union is the world's largest credit union, with \$54 billion in assets, 4 million members, 235 branches, and a workforce of over 11,000 employees worldwide. The credit union serves all Department of Defense and Coast Guard Active Duty, civilian, and contractor personnel and their families. For additional information about Navy Federal, visit www.navyfederal.org.

Federally insured by NCUA. Message and data rates may apply. To stop receiving messages, text **STOP to 4NFCU (46328)**. Message frequency depends on account settings. To get help with Mobile Banking, text **HELP to 4NFCU (46328)** or call us toll-free at **1-888-868-8123**. Visit navyfederal.org for more information. iPad® and iPhone® are registered trademarks of Apple, Inc. Android™ is a trademark of Google, Inc.

Contact: Emily Bigham
Corporate Communications
Phone: (703) 206-3061
E-mail: emily_bigham@navyfederal.org

Contact: Jessica Jewell
Corporate Communications
Phone: (703) 206-4847
E-mail: jessica_jewell@navyfederal.org

Images: Available upon request

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