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For Immediate Release

## **Navy Federal Recognized as a Digital Banking Experience Leader**

**VIENNA, Va. (July 30, 2014)** – Navy Federal Credit Union yesterday was named a “Digital Banking Experience Leader” by Javelin Strategy & Research in the “Digital-First” category for prioritizing its delivery strategy and digital channels. The credit union ranked highly in this category due to its strong commitment to building interactive and intuitive mobile banking applications and online services for its members.

“We have 5 million members made up of Active Duty military and their families – they need convenience and choice. So, we make sure they get it from our mobile and online services,” said Meghan Gound, assistant vice president of eChannels. “Combine those with our 248 worldwide branches and 24/7 contact center, and we give our members ways to connect when, where and how they need us.”

Navy Federal currently has mobile banking applications for iPad<sup>®</sup>, iPhone<sup>®</sup>, Android<sup>™</sup> and Kindle Fire, and a mobile website. In addition to enhancing its digital assets, the credit union plans to open 60 branches by 2016.

Javelin’s benchmarking study, Outperform, evaluated the digital banking services of the top 20 U.S. retail financial institutions from the viewpoint of their primary customers. The study surveyed nearly 9,000 consumers to help financial institutions learn more about how to prioritize its digital investments. The 2014 Digital Banking Experience Leader award was determined by these customers scoring their primary bank about their experience with online banking, mobile banking and other digital offerings. To view the full list of awardees, please click [here](#).

**About Navy Federal Credit Union:** Navy Federal Credit Union is the world’s largest credit union with \$60 billion in assets, 5 million members, 248 branches, and a workforce of over 12,000 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](http://www.navyfederal.org).

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