



For Immediate Release

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SEFCU Launches MShift® Facebook Banking Application

Albany, NY – (July 9, 2008) – Today SEFCU announced the launch of its latest addition of new technology, the MShift Facebook Banking Application. Developed by MShift specifically for SEFCU, this new service on Facebook provides immediate one-click access to account balance information as well as access to relevant and timely information from SEFCU. It also provides a social forum for SEFCU members to socialize.

Created using the Facebook API and the MShift Mobile Banking engine for Facebook users, who are also members of SEFCU, access includes account balance information as well updates on products, green initiatives, SEFCU Foundation events, and more. Account access is secure, with all account information data encrypted with a minimum of 128 bits. No user data is stored on the Facebook servers.

"This is our latest enhancement to our online experience for members, bringing the convenience of banking with SEFCU in just a click of the mouse to Facebook, the most popular social network on the Web," said Michael J. Castellana, SEFCU's President and CEO. "This is another way that we're bringing banking services to our members to meet their lifestyle needs and demands ... leveraging the best in banking technology while at the same time using their social networking site," Castellana added.

"We are privileged to partner with SEFCU on this project," said Awele Ndili, president and CEO of MShift. "This new service underscores SEFCU's dedication to its members and the community by extending its services via our unique social network channel to a much wider audience."

About MShift

MShift®, Inc. is the leading provider of Mobile Banking solutions. MShift Inc. powers over 80% of the Mobile banking solutions deployed in the US today. The MShift® Mobile Banking Solutions offer the widest array of features, including Bill Payment, Transfers, Account Summaries, History, ATM locators, and much more. MShift Mobile Banking is across all carriers and device types, including cell phones, iPhone, Blackberry, Palm® and Pocket-PC PDAs, pagers, WAP, SMS, and voice devices. MShift (www.mshift.com) is headquartered in San Jose, California and can be reached via (408) 437-2740 or via email at info@mshift.com.

About SEFCU

Established in 1934 as the credit union for state employees, today SEFCU is among the 70 largest credit unions in the U.S. with over 1,000 ways to join, more than \$1.6 billion in assets, over 160,000 members and 31 offices in the Capital Region, Binghamton, Syracuse, and Buffalo. In addition to standard deposit and loan products, SEFCU offers 24-hour banking by phone and Internet, electronic bill payment and eStatements, investment and insurance services, and a full-range of business banking services.

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