



The Only Surcharge Free ATM Network in Canada

Member Newsletter

DECEMBER 2014

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FICANEX SERVICES – LINDA MATHESON RETIREMENT

FICANEX Services announces the retirement of **Linda Matheson, Network General Manager, on January 16, 2015**. Under Linda's leadership we have seen our network grow from a B.C. regional based network to a network that spans every province from coast to coast. Financial Institution Participants have grown from 69 to 190; network ATMs from 550 to over 2,500; and Canadian Exchange cardholders have grown from 1.5 million to over 4.2 million; not to mention the tremendous growth we have seen south of the border and the value of North American connectivity to all Canadian Exchange cardholders.

Linda has been instrumental in developing leading edge solutions and services to ensure superior service to your cardholders and greater brand awareness for both our Financial Institution Participants and our unique national network.

We give great thanks to Linda for her 14 years of passion and commitment to our company, network, and all Financial Institution Participants, positioning us well for the future. Enjoy your well deserved retirement Linda, we will miss you greatly!

MEMBER RENEWALS

On August 31st, 2014 all **Ontario Credit Unions** under a Central 1 Master Agreement renewed their membership in the network reinforcing the value **THE EXCHANGE® Network** plays in providing superior service to cardholders both in Canada and in the United States.

FICANEX Services would like to thank each Participant in Ontario for your continued support of our unique network!

Feedback

We welcome your feedback on what information would be most valuable to you in the newsletter and other communications. Please send an email with suggestions to mbarr@TheExchangeNetwork.ca and let us know.

FICANEX

Announcement: Linda Matheson Retirement

See [page 1](#) for details

Renewed and New Members

See [page 1-2](#) for details

Fast Facts: Test your knowledge of our unique Network

See [page 2](#) for details

WELCOME NEW MEMBERS

On October 28, 2014 **FICANEX Services** welcomed **CFF Bank** to **THE EXCHANGE® Network**. CFF Bank, headquartered in Oakville, Ontario, will be a new debit card issuer targeting January 2015 for the rollout of debit cards to their customers. CFF Bank cardholders will have access to Exchange ATMs in Canada, as well as the **Accel™** Network for ATM and POS services south of the border.

Welcome aboard CFF Bank and good luck with the rollout of your new debit cards providing your customers with the largest surcharge-free, inter-institution, full function ATM Network in Canada!

FAST FACTS – DID YOU KNOW?



In this issue we challenge you to test your knowledge of **THE EXCHANGE® Network** and the value it brings to your Financial Institution and your cardholders. Below is a list of 10 network facts. As you read along, keep track of how many you knew. We would love to hear how well you did so email your score to info@TheExchangeNetwork.ca. 10 is a perfect score, and remember, no cheating!

Did you know?

- There are over **2,500** surcharge-free Exchange ATMs in Canada.
- There are over **425,000** Accel™ ATMs and over **3 million** Accel™ POS merchant locations in the United States.
- Your Financial Institution earns revenue each time your cardholder performs an Accel™ POS transaction in the United States.
- PIN Change transactions are available on every Exchange ATM.
- As part of our national **We're On Your Way™** marketing program your Financial Institution can order free sticky wipe screen cleaners as cardholder giveaways.
- As part of our national **We're On Your Way™** marketing program your Financial Institution can order free Take One stands and flyers for in-branch support of the network and these flyers can also be used for onboarding purposes and statement inserts.
- Our ATM Locator App for smartphones and tablets has new features such as **My Saved Locations** and **Share this App** functionality.
- We created a **custom Point of Interest File** for **GPS** devices so cardholders can easily find a surcharge-free ATM when en route.
- Our ATM database includes a **Landmark Field** so you can further describe the exact location of the ATM, for example "in the mall" or "beside the super market" making it super easy to find.
- Our logo decal appears on all Exchange ATMs so cardholders can clearly identify that it is a surcharge-free Exchange ATM.

THE EXCHANGE® NETWORK IS ON AIR FROM COAST TO COAST!



**WE'RE ON
YOUR WAY**

As part of our national **We're On Your Way** marketing campaign we can once again be heard on radio stations from coast to coast. There are 3 radio spot themes that tie in nicely with our full suite of visuals that everyone can take advantage of in the FI area of our website. The radio sound files are also available if you wish to use them on your local radio stations or telephone systems.

And just a friendly reminder that we still have **Take One stands and flyers** as well as **free sticky wipe screen cleaners** as cardholder giveaways. Quantities are limited so place your order by emailing Nicole Cappon at ncappon@TheExchangeNetwork.ca.

Check the listing below for cities, stations and duration of our radio spots.

City	Station	Start Date	Duration (weeks)	Details
Prince George, BC	101.3 FM The River & 99.3 The Drive	October 6th	Remainder of the year	Includes Community cruiser plus visual exposure on CKPG TV & CTV
Vancouver, BC	JR 93.7	October 6th	8	New Country
Vancouver, BC	Z95.3	October 6th	8	Contemporary Hit Radio
Terrace, BC	CFNR	October 6th	8	Canada's First Nations Radio
Kelowna, BC	Power 104	October 6th	12	Rock
Kamloops, BC	B100	October 6th	12	Hot adult Contemporary
Whistler, BC	101.5 Whistler FM	October 6th	26	Includes commercial on Weather Report
London, ON	98.2 Free FM	October 6th	12	Classic Rock
Windsor, ON	MIX96.7	October 6th	8	Hot Adult Contemporary
Toronto, ON	Z103.5	October 6th	10	Contemporary Hit Radio
Hamilton, ON	KX94.7	October 6th	12	New Country
Ottawa, ON	KISS 105.3	October 6th	8	Today's best Music
Halifax, NS	LIVE 105	October 6th	12	Modern Rock
Moncton, NB	K94.5	October 6th	12	Contemporary Hit Radio
Charlottetown, PEI	HOT 105.5	October 6th	12	Top 40
St. John's, NL	OZ FM	October 6th	8	Hot Adult Contemporary



SEASON'S GREETINGS

As 2014 comes to a close we reflect on another successful year for **THE EXCHANGE® Network** and thank you for your continued support and commitment of our unique network. On behalf of FICANEX Services Board and Staff, we would like to wish you a safe and happy holiday season and a prosperous New Year!