



Contact: Kevin Tanzillo, Dux Public Relations
kevin@duxpr.com / 903.865.1078

Dolphin Debit Launches PerkUp Subsidiary, Expanding its Services to Credit Unions

New Unit Focuses on Financial Education, Tying Companies with CUs

HOUSTON, October 14, 2015 – Dolphin Debit, the full service ATM management company, today announced that it has launched a subsidiary company that unites companies and credit unions with a focus on financial education.

The new subsidiary, PerkUp, is based on a novel concept. It delivers its products – information, advice, entertainment, and prizes (perks) for participation – at no charge to companies and their employees. The PerkUp program is designed to be offered by a sponsoring credit union, enabling the credit union to build relationships with companies and their employees.

Through quizzes, games, and other activities, employees learn more about managing their money and saving for their future. They win rewards and perks not only for these activities but for their financial actions, such as adding to their savings accounts or contributing to their company's 401K.

PerkUp (www.myperkup.com) makes it easy for employees, through an online portal, to join the sponsoring credit union, open savings accounts, and take out socially responsible loans.

"We work with hundreds of credit union clients, and we saw a way to help them take advantage of the growing corporate interest in employee financial wellness," said Ben Allen, President of Dolphin Debit. "Credit unions are at the heart of the PerkUp model because of their keen interest in individuals' personal financial health."

Leading PerkUp are Toby Salsman, Chief Technology Officer; Jonathan Harrison, Chief Financial Educator; and Ra'Shaud Haines, Chief Lending Director.

About Dolphin Debit

Dolphin Debit Access is a full-service ATM management company that owns and operates ATMs for financial institutions. Dolphin's turnkey ATM service includes deployment of new ATM equipment combined with terminal driving, ATM maintenance, armored car service, communications, monitoring and dispatch, and cash management. Dolphin Debit operates all types of equipment in various on-

premises and off-premises venues. In addition, Dolphin Debit has the rights to install and operate drive-up ATMs at Walmart/Murphy USA locations in multiple states. Dolphin Debit customizes solutions to the specific needs of clients, with a flexible, cost-saving approach that enables redeployment of company assets to improve the bottom line. For more information, visit dolphindebit.com.

###