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**FIRST TECH FEDERAL CREDIT UNION UNVEILS REVAMPED DIGITAL
MEMBER EXPERIENCE WITH RESPONSIVE WEBSITE, BUSINESS
INTELLIGENCE TOOLS**

Omni-Channel, Mobile-First Digital Program Improves Member Experience

BEAVERTON, Ore., and MOUNTAIN VIEW, Calif. – October 1, 2014 – First Tech Federal Credit Union unveiled its new fully responsive member website last week at www.FirstTechFed.com as part of its broader digital reboot designed to empower members to manage their financial lives when, where and how they want from any device.

“Our new website positions us as a credit union leader in digital innovation and member experience delivery,” says Michael Upton, chief digital and technology officer, First Tech. “We used responsive design when building the new FirstTechFed.com so it’s optimized for mobile devices, specifically tablets, and touch. Responsive design allows us to use a single code base that seamlessly adjusts content on the more than 7,000 devices members may use to manage their finances. A member won’t need to access a separate mobile site on their phone, for example, which requires a separate code base that lacks continuity with our full website.”

The re-designed website is just one part of First Tech’s exciting broader digital strategy. First Tech recently adopted Agile software development methodology, the same methodology used at leading technology companies, which will allow them to deliver technology more rapidly and consistently to members, including a new Online Banking platform in summer 2015. In addition, they introduced a member relationship tool and digital sales platform that provides First Tech a “single pane of glass to view how members engage with First Tech in our omni-channel environment,” continues Upton. “We have more information at our fingertips so we can better serve our members and create exceptional experiences.”

About First Tech Federal Credit Union

First Tech Federal Credit Union is a \$7 billion institution headquartered in Mountain View, Calif. It is the nation’s premier credit union serving the world’s leading technology-oriented companies and their employees, including HP, Microsoft, Agilent, Intel, Cisco, Amazon, Nike, CH2M Hill, Intuit, Google and more. First Tech is recognized as the industry catalyst for delivering effortless banking experiences to its 380,000 members through its 40 branch locations, more than 5,000 CO-OP Branch locations, 30,000 CO-OP Network ATMs and 286,000 ATMs nationwide. First Tech offers a full range of banking services, including traditional banking, mortgage, financial planning and insurance services. For more information,

visit firsttechfed.com.

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