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## **FIRST TECH'S WINDOWS PHONE APP EXCEEDING ALL EXPECTATIONS**

### **First Native Windows Phone App by a Credit Union Tops 8,500 Downloads in First Month**

**Mountain View, Calif. – May 6, 2013 –** [First Tech Federal Credit Union](#), the nation's leading credit union serving employees and family members of America's technology sector, unveiled its new [Windows Phone mobile banking app](#) just one month ago. Since the April 1 launch, the credit union has received an overwhelmingly positive response to the app. The free app is ranked as one of the top 20 best rated apps in the windowsphone.com app store; receiving 129 reviews and scoring 4.5 out of 5 stars.

"We serve a large contingent of Microsoft employees that were eagerly anticipating our Windows Phone mobile banking app launch, and the initial response has truly exceed our expectations," said Ali Shafai, senior director digital channels at First Tech. "We listened to what our members wanted and worked very hard to engineer an app that allows our members to access First Tech whenever, wherever and however they wish. All of the reviews and positive feedback demonstrate that we delivered what our members wanted."

The new Windows Phone mobile banking app marks First Tech's third mobile banking app. First Tech is the first credit union in the United States to introduce a native Windows Phone mobile banking app complete with integrated mobile deposit and bill pay functionality. First Tech members can now bank from their Windows Phone, iPhone or Android smart phone when, where and how they choose. First Tech launched its first mobile app for iOS and Android platforms in August 2012.

"We're proud to be the first credit union to launch a Windows Phone mobile banking app," said Greg Mitchell, First Tech's president and CEO. "We continue to deliver services and access that put us on par with some of the country's largest financial institutions, and with a nearly perfect rating from the reviews, we couldn't be happier with the launch. This puts us well on our way to becoming America's most admired credit union."

First Tech launched its Windows phone app on-site at the main Microsoft campus in Redmond, Wash. on April 2, 2013, giving Microsoft employees an in-depth look at the new platform. Employees and First Tech members were able view the app on a giant Microtile phone display, chat with First Tech app experts and personalize their Windows Phone at a laser engraving station. First Tech also visited Microsoft campuses in Sunnyvale and Mountain View, Calif., hosting more than 15 events throughout April.

The First Tech Windows Phone app is a free download for its members at [windowsphone.com](http://windowsphone.com). App features include:

- Access to First Tech accounts anytime, anywhere:
  - Check account balances
  - View transaction history
- Complete transactions:
  - Make deposits with mobile e-deposit
  - Pay bills
  - Transfer funds between First Tech accounts
- Find a First Tech branch:
  - Search for a nearby branch and get hours and contact info
- Locate ATMs across the U.S.
  - Green pins on the map mark more than 28,000 ATMs, free for all First Tech members

### **About First Tech Federal Credit Union**

First Tech Federal Credit Union is a \$5.6 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 360,000 members through its 39 branch locations, more than 4,000 Shared 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](http://firsttechfed.com).

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