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FOR IMMEDIATE RELEASE

Bellco Provides Customers an Additional Way to Save Money with New Max Checking

Benefits include discounts for shopping, dining, travel and entertainment, along with cell phone protection and identity theft protection

GREENWOOD VILLAGE, Colo. (May 10, 2012) – [Bellco](#) today announced the launch of its new Max Checking account, offering customers a variety of benefits and ways to save money. Features of Max Checking include discounts for shopping, dining, travel and entertainment; cell phone replacement protection; free identity theft recovery services and savings on prescriptions and eyewear, all powered by [BaZing](#).

Account holders must register at [Bazing.com](#) to access these benefits, including discounts and offers from more than 300,000 local, regional and national merchants.

Additional Max Checking benefits include:

- Free ATM use (not including fees charged by ATM owners)
- Free online and mobile banking (carrier rates still apply)
- Free initial box of standard Bellco checks (standard pricing applies to subsequent check orders)
- The ability to reduce or eliminate the \$6 monthly account fee. Account holders may receive a credit of \$.25 for each valid debit card payment or purchase completed during the month, for up to 24 transactions. The total credit that can be received is \$6, effectively eliminating the monthly fee. (A valid transaction is a purchase or a payment using a debit card; it does not include ATM transactions.)
- Customers who are also enrolled in Bellco's Online Bill Pay will be able to utilize that service for free. (Disclosure: A monthly \$6 inactivity fee will be assessed unless all enrolled Bill Pay members complete at least one Bill Pay transaction during each month.)

"Max Checking is the newest addition to Bellco's family of checking products and part of our commitment to providing innovative, affordable checking options to meet the needs of our customers," said Deirdra O'Gorman, Vice President of Customer Relationship Management. "By partnering with BaZing on this new offering, we are able to provide our customers with more money saving benefits through Bellco checking than ever before."

Customers interested in learning more about Max Checking can visit a local [Bellco branch](#), or call 303-689-7800 or 1-800-BELLCO1 for additional information.

About Bellco Credit Union

Bellco is one of Colorado's largest financial institutions, with over \$2 billion in assets, more than 350 employees and 17 branches in Colorado. Founded in 1936, Bellco offers a full range of financial products and services including mortgages, auto loans and checking accounts. Today, Bellco has more than 200,000 members and over 1,000 Select Employee Groups who benefit from the advantages of a credit union, including lower interest rates on loans, higher yields on

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savings and access to thousands of surcharge-free ATMs. Bellco actively supports the community by donating funds and employee volunteer hours to many Denver-area and Grand Junction organizations. “Like” Bellco on [Facebook](#) or “follow” @Bellco_CU on [Twitter](#).

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