

Cbsi Loyalty Solutions launches Financial Resources new debit rewards program

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Cbsi Loyalty Solutions has partnered with Financial Resources Federal Credit Union to launch a customized new debit rewards program. MyCard Points was designed to create a better experience for Financial Resources' members and continue to establish long-term relationships.

Together in this partnership, Cbsi Loyalty Solutions and Financial Resources are now rewarding over 15,000 members for everyday purchases. Launching MyCard Points provides members with reward opportunities for Total Access® to over 300,000 merchandise items, gift cards, travel, green products, experiences and charitable donations. Cbsi Loyalty Solutions is proud to serve Financial Resources.

About Cbsi Loyalty Solutions

Cbsi Loyalty Solutions, based in Naperville, IL, provides customized loyalty solutions to over 100 financial institutions worldwide. Our programs are supported by experienced and talented people, comprehensive technology solutions and a commitment to deliver what we promise. Our credit, debit and enterprise wide rewards solutions will create and retain long-term relationships with your cardholders providing you the competitive advantage you require.

About Financial Resources Federal Credit Union

Financial Resources Federal Credit Union is a federally chartered credit union that offers a variety of financial products and services to its members, and business services for its member companies, organizations, and the communities of Flemington and the greater New Brunswick/Somerset area. They are regulated by the National Credit Union Administration (NCUA), and savings are federally insured to at least \$250,000 and backed by the full faith and credit of the United States Government. Headquartered in Bridgewater, NJ, Financial Resources has almost 25,000 members and \$350 million in total assets.

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