

Cbsi Loyalty Solutions partners with Fulton Financial to launch Relationship Rewards

For Immediate Release
1.16.2009 – Naperville, IL

Cbsi Loyalty Solutions, a leading provider of customized loyalty reward programs to the financial industry and Fulton Financial Corporation are launching Relationship Rewards. The new Relationship Rewards program features an easy-to-manuever rewards and redemption website with Total Access® to over 300,000 merchandise items, gift cards, travel benefits, green products, charitable donation options, experiential and cash back rewards. Cardholders can now earn rewards with all debit card transactions and link debit card points to shared accounts. These points are redeemable for merchandise, gift cards and other reward options.

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 Fulton Financial

Fulton Financial Corporation is a \$16.6 billion financial holding company based in Lancaster, Pennsylvania. They provide a wide range of financial products and personalized services in Pennsylvania, Maryland, Delaware, Virginia and New Jersey. Fulton Financial Corporation is comprised of several different banking subsidiaries.

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