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Cbsi Partners With Elan To Launch Fulton Financial Credit Card Rewards

Cbsi recently teamed up with Elan Financial Services to launch Fulton Financial Corporation's new credit rewards portfolio. Elan is a Top 10 EFT processor, debit acquirer and owner of Fulton Financial Corporation's credit card portfolio. The new Relationship Rewards program features an easy-to-manuever redemption website and Total Access® to over 300,000 merchandise items, gift cards, travel, green products, experiences, charitable donation options and cash back rewards. Cbsi is pleased to have been selected to provide Elan/Fulton with a comprehensive and cutting-edge credit card reward program.

Cbsi provides the new Relationship Rewards program with our comprehensive loyalty rewards program, including Cbsi's enterprise wide loyalty solution, providing points for all retail banking products. With Cbsi, cardholders can now earn rewards with all credit card transactions. These points are redeemable for merchandise, gift cards and other reward options.

About Cbsi

Cbsi provides comprehensive marketing solutions supported by experienced and talented people, state-of-the-art technology and a commitment to excellence. For over 15 years, we have been designing and managing loyalty programs that develop long-term relationships with our extensive client base. Our consultative approach to loyalty program design provides our clients with a competitive edge in the market, and most importantly, profitable results.



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