



**Press Release  
For Immediate Release  
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**Maine Family FCU enhances member experience through advanced technology.**

Falmouth, ME – Northern Data Systems (NDS), a distributor of Sharetec Systems core processing, announced that Maine Family FCU, Lewiston, ME., has implemented Sharetec’s Mobile Banking and Segmint’s digital marketing technologies to enhance member experience. Sharetec’s core data processing system is utilized by more than 300 credit unions nationwide.

Asked about the implementation of Sharetec Mobile Banking, Steve Hildebrand, Marketing Director at Maine Family FCU, said “Mobile Banking is awesome! It exceeded our expectations with over 1300 members signed up in the first two months.”

Hildebrand is also excited about using Segmint’s breakthrough digital marketing technologies to help the credit union anonymously analyze information about members’ spending habits. With this data, the credit union has the ability to precisely market products and services, and can further deepen relationships by also allowing local businesses to deliver highly-targeted coupons and member specials. This sets up a win-win-win situation between the member, the credit union and the local business, providing value to the member, providing the merchant with a low-cost advertising alternative and the credit union with additional revenue and a competitive advantage.

“We are expecting that the advanced analytics will generate more loans and deposits and additional revenue,” said Mr. Hildebrand. Hildebrand added “In addition to growing our portfolio we are expecting to gain increased synergies by pairing up with local businesses.”

About Maine Family FCU

Maine Family FCU, located in Lewiston, Maine, has over 18,000 members and more than \$112 million in assets. Founded in 1938, Maine Family FCU’s ([www.mainefamily.com](http://www.mainefamily.com)) mission statement is simple: We are a cooperative dedicated to helping our members lead a healthy economic life by providing personalized financial solutions.

About Northern Data Systems

Headquartered in Falmouth, Maine, NDS is a leading provider of core processing and ancillary services to credit unions. NDS ([www.ndsys.com](http://www.ndsys.com)) provides both in-house and on-line solutions and is an owner and distributor of Sharetec Systems. With a customer base that has grown 64% since the year 2000, Sharetec Systems is one of the most widely installed credit union software systems in the United States.

*The information contained in this press release is accurate at the time of publication. However, specific information may change over time.*

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