

PRESS RELEASE

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First Priority Federal Credit Union Partners with Sharetec

LINO LAKES, MN – Sharetec System, one of the fastest growing core systems offering the *technology of simplicity*, is pleased to announce that **First Priority Federal Credit Union** of Huntington, West Virginia, has selected Sharetec as their new business partner and core processing solution provider.

Prior to first discovering Sharetec at the West Virginia Credit Union League Conference in 2018, First Priority's goal was to partner with a trusted company that would provide leading-edge core processing technology backed by high-level service and support. They also required a cost-effective solution that would enable them to grow as well as meet the evolving needs of their members.

In searching for a solution, First Priority took a proactive approach. They began talking with Sharetec representatives approximately five years before their existing contract was due to expire. As it turned out, COVID-19 altered a lot of their plans, and due to the pandemic, the timeline changed and they went a few years with almost no contact with Sharetec. However, talks resumed in early 2021 and another in-person demonstration took place.

Impressed by the solution's innovative functionality, First Priority's decision makers were confident that partnering with Sharetec would be beneficial in many ways. The solution offered a modern and efficient system with superior functionality at a cost-effective price, and with no surprises. They were also swayed by Sharetec's reliable client support that would meet their requirements for consistent service from a support team that knows them and cares about their needs. For these reasons and more, First Priority arrived at a firm decision to select Sharetec.

Krista Christian, CEO, First Priority FCU, and her staff are anticipating vast improvements in their daily tasks and processes once their conversion to Sharetec takes place in November 2022. "We are truly looking forward to making the most of Sharetec's advanced features and functionality," Krista remarked. "Our goal is to ensure a smooth core conversion for our staff, which has never before been through a conversion, and to limit the impact to the member base. I feel confident that these goals and more will be achieved as Sharetec is committed to helping us in every way possible."

To help support a seamless conversion, Krista explained that members will be receiving upgraded online/mobile banking tools that will be very attractive to them after the conversion. "We feel certain that our members will find these new tools extremely helpful as they navigate the new system, making Sharetec a win-win for everyone involved."

Dan Miller, VP, Sharetec, is pleased to welcome First Priority into the Sharetec family. "I am confident that our solution, coupled with our service and support, will meet the credit union's diverse needs and immensely benefit both members and staff," stated Dan. "Knowing that the advanced functionality of our software will place First Priority at a tremendous advantage, I am certain they will gain the critical edge they need, as well as the friendly, reliable support they require. We are honored to have them as a new partner and will do all we can to enhance our relationship and support their success."

Both First Priority Federal Credit Union and Sharetec look forward to working together as new business partners, anticipating that the new system's implementation will signal the start of a long, positive and prosperous relationship.

About First Priority Federal Credit Union

First Priority FCU was initially chartered on December 1, 1925, as Huntington Postal Credit Union, and officially completed their conversion to a federal charter on February 1, 2001. With \$66 million in assets, they have grown to serve members with locations in Huntington and Barboursville, WV. Their mission is "To make our members' dreams our First Priority," and they remain committed to quality, personalized service, a wide variety of products at the best rates possible.

About Sharetec

Sharetec, a provider of both service center and in-house core software solutions, delivers a return on investment (ROI), builds income streams and lowers operating expenses for over 250 credit unions. Since its establishment in 1993, Sharetec has grown steadily, welcoming over 50 new credit union clients in the past three years.

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