



BANCVUE'S MONEYISLAND WINS EIFLE AWARD FOR INSTRUCTIONAL GAME OF THE YEAR

Austin, TX — April 24, 2012 — [BancVue](#), the leading provider of innovative products, dynamic marketing, and data-driven consulting solutions to community financial institutions around the country, today announced its [MoneyIsland™](#) product has won an Excellence In Financial Literacy Education (EIFLE) award for instructional game of the year, electronic.

The Institute for Financial Literacy (www.FinancialLit.org), a nonprofit 501(c)(3) tax exempt organization whose mission is to promote effective financial education and counseling, presented the EIFLE awards at the Annual Conference on Financial Education in Orlando, Florida.

BancVue launched MoneyIsland in March 2011 as a customized, online financial literacy solution for community financial institutions. A one-of-a-kind educational tool geared to 'tweens' age 8 to 14, MoneyIsland's built-in curriculum addresses three key financial categories: Saving and Spending, Earning and Investing, and Using Credit Wisely. MoneyIsland has been very successful since its introduction to the marketplace, and is currently offered by 97 community banks and credit unions across the U.S. and Guam.

According to Gabe Krajicek, Chief Executive Officer of BancVue, community financial institutions providing MoneyIsland to account holders, local schools, and non-profit organizations not only fulfill responsibilities of the Community Reinvestment Act, they help build a better future for America's youth.

"MoneyIsland is clearly a compelling value proposition for our community banking partners and for their account holders," said Krajicek. "We're honored that The Institute for Financial Literacy has recognized the program and included us among the leaders in the field of financial literacy education."

The EIFLE awards were created by The Institute for Financial Literacy six years ago as a way to acknowledge innovation, dedication, and a strong commitment to financial literacy education. The awards promote the effective delivery of consumer financial products, services, and education by acknowledging the accomplishments of those that advance financial literacy education.

“We’ve learned that the best way to get financial literacy programs like MoneyIsland into schools and in front of kids is through community banks and credit unions,” says Felix Brandon Lloyd, a former Washington, D.C. Teacher of the Year, creator of MoneyIsland, and BancVue’s Chief Professor. “It’s exciting to think how many children around the country will gain access to much-needed financial education through BancVue’s extensive network of clients.”

MoneyIsland is just one of the game-changing innovations BancVue has brought to community financial institutions. With offerings including [Kasasa®](#), a national brand of superior products, and Kasasa 360®, a recently-introduced online money management platform that helps drive revenues and cross-sell opportunities, BancVue is empowering its network of over 5,000 branches nationwide to compete and win against the megabanks.

About BancVue

BancVue is the leading provider of innovative products, world-class marketing, and data-driven consulting solutions to community financial institutions across the U.S. Featuring offerings like Kasasa®, a dynamic suite of banking solutions that make a difference with innovative accounts and money management tools, BancVue products are designed to deliver controlled new account growth, higher profitability, and increased customer retention. For more information, visit www.bancvue.com.