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## Seattle Bank Introduces UChoose Rewards® Debit Card

**Seattle, Washington – January 28, 2010** – Seattle Bank is offering its debit cardholders one of the nation's most generous banking rewards programs, the **UChoose Rewards Debit Card**.

The UChoose Rewards Debit Card provides all the safety and convenience of a debit card plus more ways to earn points and more reward options for travel, entertainment, merchandise, gift cards and more, all at no cost.

"Consumers are accustomed to earning rewards for charging purchases or flying certain airlines," said Ellen Sas, Seattle Bank president and CEO. "As debit cards now represent a rising number of electronic transactions, it makes sense to reward customers for using your bank's branded card," she says.

To make the program highly competitive, Seattle Bank's customers will receive 1 point for every \$2 when they sign for a purchase and \$1 point for every \$4 when they use their Personal Identification Number (PIN) for the debit transaction. The industry standard is to reward cardholders for signature-based transactions only. Additional bonus points can be earned by shopping at selected retailers, listed on [www.uchooserewards.com](http://www.uchooserewards.com)

"Seattle Bank offers all the services of a big bank, and our Rewards Debit Card is even more generous," says Sas. "Rewarding points for PIN-based transactions is just another way we rewards our customers for banking locally."

Seattle Bank selected UChoose Rewards, offered by Fiserv, for the debit rewards partnership. UChoose Rewards is a flexible, innovative rewards and loyalty product specifically designed to increase cardholders' usage. UChoose was the winner of Cards International's award for "Best Innovation in a Loyalty Program."

Seattle Bank is launching the UChoose program with a special promotion that enables new customers to earn up to 15,500 points, worth \$155, by opening a checking account, establishing direct deposit, using free online bill pay and using the debit card. More details on the promotion are available at [www.seattlebank.com](http://www.seattlebank.com).

Family owned and managed since 1944, Seattle Bank supports independent-minded consumers and businesses with the benefits and convenience of a big bank and the flexibility, service and reliability of a neighborhood bank. With nearly \$600 in assets, Seattle Bank is independent, local and entrepreneurial, just like the city it's named after. We operate five banking centers in the greater Puget Sound area: Queen Anne (Seattle), Wallingford (Seattle), Bellevue, Southcenter (Tukwila) and Tacoma. Affiliated companies include Seattle Escrow and Seattle Mortgage Company, one of the state's oldest independent mortgage banking firms.

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