

PRESS RELEASE

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FOR IMMEDIATE RELEASE
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SAN ANTONIO CITY EMPLOYEES' FEDERAL CREDIT UNION SELECTS SERVICE PLUS

Phoenix, Arizona - March 14, 2005 - San Antonio City Employees' Federal Credit Union has contracted with RMG Training Company to utilize its SERVICE PLUS™ service quality training for all credit union employees. The SERVICE PLUS™ training helps credit unions deliver consistently high levels of service to their members in order to retain and expand their business relationships.

San Antonio City Employees' Federal Credit Union has six branch locations and assets of over \$261 million. Tim Haegelin, President & CEO of the credit union, explains why they selected RMG Training Company, "We knew that instead of a sales and service training program, we needed a tool to help us shift our culture and change the way we conduct business. Our due diligence process included reviews of numerous potential partners. RMG Training Company's SERVICE PLUS™ stood out above the others because it creates a service-based focus for our entire organization instead of just member-contact positions, because it creates accountability standards for everyone, and because the program package contains the administrative tools that we need to keep the culture change going long after the "training" has been completed."

The training is specifically designed to be a comprehensive service-quality enhancement system. Everyone, from the president to entry-level employees, participates in the training. It utilizes a powerful blend of mentoring, coaching and training to improve service quality performance throughout the organization. Bob Brown, President of RMG Training Company, said, "The SERVICE PLUS system will promote enhanced member retention and expanded member relationships. SERVICE PLUS will further advance San Antonio City Employees' Federal Credit Union's guiding principle of, 'Once A Member, Always A Member.'"

Established twenty-five years ago, RMG Training Company offers a full range of service quality and sales enhancement systems to the financial industry in the United States, Canada and Australia. With its headquarters in Phoenix, Arizona, RMG Training Company specializes in helping financial institutions build vibrant coaching cultures that drive ongoing service-sales success.