



## News Release

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### **Expand Your Branded, Surcharge-Free ATM Presence** *Visit Triton's Booth #1730 to Learn How Select-A-Branch Can Benefit Your FI*

LONG BEACH, MS — Wouldn't it be great if you could expand your ATM presence without the expense of purchasing and operating ATMs, and still provide your customers with surcharge-free, fully-branded ATM transactions?

Stop by the Triton booth (#1730) during the 2007 BAI Retail Delivery Conference and Expo November 13-15 at Mandalay Bay Resort and Casino in Las Vegas and learn how becoming a part of the new Select-A-Branch<sup>®</sup> ATM Network can help you to do just that.

In partnership with Triton and running on Triton RL5000xp ATMs with Prism<sup>™</sup> software, Select-A-Branch is a unique, fast-growing, surcharge-free ATM Network that features customized, branded screen content for network-member financial institutions. Each transaction has the same look and feel, the same marketing messages and the same offers presented at their own financial institution so banks and credit unions can send their customers to these locations without fear of losing them to rival financial institutions. Select-A-Branch member-financial institutions benefit from an expanded reach in the community and access to premiere, convenient offsite locations.

And, because the Select-A-Branch Network offers a unique pay-per-use structure with no upfront membership fees, network participation is affordable for financial institutions of all sizes.

By providing a Web technology platform upon which Select-A-Branch was built, Triton's cutting-edge Prism ATM software was instrumental in bringing this new technology to market. The Prism/Select-A-Branch combination clearly demonstrates how Prism allows ATM owners to cost-effectively develop new Web services such as advertising and cross-selling programs, and deploy them across their entire network even if the network does not support TCP/IP and Web protocols.

The Select-A-Branch Network is primarily located on the East Coast, but soon-to-be-announced partnerships make coast-to-coast expansion likely.

In addition to learning how the Select-A-Branch ATM Network can benefit your financial institution, BAI visitors to the Triton booth (#1730) will be able to use our surcharge-free ATM for cash transactions, will have the opportunity to view our full-line of ATMs for financial institutions including the new FT7000 and to enter our drawing for a chance to win an Apple iPod<sup>®</sup>.

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**ABOUT TRITON** — Triton, a global ATM manufacturer with more than 158,000 installations in over 24 countries worldwide, is the largest provider of off-premise ATMs and ATM management software in North America. With a complete line of products for retail locations and financial institutions, Triton is committed to redefining and leading the market for cash delivery systems. Triton is headquartered in Long Beach, MS, and is a subsidiary of the Dover Corporation. For more information about Triton, please visit [www.triton.com](http://www.triton.com) or call +1 (228) 868-1317 or toll free (800) 367-7191 in North America.

**ABOUT SELECT-A-BRANCH** — Select-A-Branch is an ATM independent service operator dedicated to serving the needs of merchant locations, financial institutions and ATM users alike. Select-A-Branch's patent-pending technology allows ATMs to recognize the financial institutions associated with each ATM card presented. Cardholders of participant banks and credit unions then receive branded, surcharge-free transactions, which include the same look-and-feel, messages and offers presented via their bank or credit union's own ATM screens. For more information about Select-A-Branch, please visit [www.selectabran.ch.com](http://www.selectabran.ch.com) or call (781) 910-8786.

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