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**FOR IMMEDIATE RELEASE**

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**Day Air Credit Union Launches Personalized Debit Card Program**

**Kettering, Ohio, April 14, 2011** – Day Air Credit Union announced the addition of a new personalized photo image feature to its Visa® debit cards. The credit union already is leading the way with instant issue debit cards, which was launched in September of 2010. Through this new Picture Card option, Day Air members will have the option to upload their own photos to be printed on their debit cards.

“After instant issue debit cards, the next step was member customization” says William Burke, President and CEO of Day Air Credit Union. “We wanted to give our membership the option to display their lives on their cards – cars, pets, vacations, and family. We are hoping that members get excited about showing off their favorite photos.”

Day Air members can design their own cards by visiting [www.dayair.org](http://www.dayair.org), clicking on the Picture Card icon and following the online steps. Once the card image is approved, a Day Air Member Service Representative will contact the member about picking up their card. Personalized Picture Cards are \$10 for each printed image.

For more information about Day Air’s Picture Card program, or how to become a Day Air Credit Union member, visit [www.dayair.org](http://www.dayair.org) or call 888-DAY-AIR-CU (888-329-2472).

**DAY AIR CREDIT UNION**, established in 1945, proudly serves businesses and residents of the Miami Valley in southwest Ohio. With over \$220 million in assets and more than 26,000 members, Day Air is a not-for-profit, full-service financial institution. Credit Union members have access to over 25,000 surcharge-free ATMs and over 4,000 shared branches nationwide. Membership is open to people living, working, worshipping or attending school in Butler, Champaign, Clark, Darke, Greene, Miami, Montgomery, Preble and Warren counties. Visit [www.dayair.org](http://www.dayair.org) for more information.

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