

MyEZ Car Care Launches Mobile App & New Program Enhancements

Focusing on Member Benefits for Credit Unions

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FOR IMMEDIATE RELEASE

May 8, RIVER RIDGE, LA – MyEZ Car Care, the credit union Auto Service and Travel Network, announced today substantial new program enhancements, that will benefit credit unions; including a new mobile app, interactive website, roadside assistance and the addition of their exclusive Digital Auto Assistant on all branded member programs.

The MyEZCarCare Auto Service and Travel Network is comprised of three core benefits:

- MyEZ VIP Member Card offers discounts up to 35% at over 200,000 auto and travel retailers.
- MyEZ Digital Auto Assistant is an online and mobile app that tracks vehicle records, maintenance reminders, tools and notifications; keeping information in the palm of user's hands 24/7/365.
- MyEZ Roadside Assistance offers towing, fluid delivery, lockout assistance, jump starts and tire changes.

“It's not often that you find a program like MyEZ Car Care that not only provides tremendous savings and benefits to our members, but also helps protect our loan collateral and even provides ongoing marketing touch points,” said Tim Shields, VP of Credit Administration, Carter Federal Credit Union. “It's a real Win/Win program.”

“These newest benefits to our program are added to the unparalleled discounts and services we already offer,” says Ed Bourgeois, CEO of MyEZ Car Care. “Between the Digital Auto Assistant, the auto and travel network discounts, the mobile app and our

new roadside assistance benefit, we offer credit unions a robust sales tool and value add program that enhances the relationship and loyalty with their members throughout the auto ownership cycle.”

MyEZ Car Care was founded in 2004 by business executive and former bank president, Edward J. Bourgeois, to provide credit unions a comprehensive and affordable branded solution to help their members maintain their vehicles while enhancing safety, reliability and value. The service helps credit unions differentiate their auto related offerings while offering a product that produces tangible member savings and is appealing to a generation used to relying heavily on technology.

To learn more about the MyEZ Car Care Program, visit www.ezcarcare.com or call 504-273-0337 or email at ebourg@myezcarcare.com

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