

August 2007

## Bankers Newsletter



### Nautilus Hyosung equipment is featured in the Newly designed ATMLite™ Banking Solution

CashTrans and Visual Marketing Group have launched their third generation of the highly successful ATMLite™ turnkey ATM solution. Named ATMLite III™, this new solution incorporates state-of-the-art ATM technology configured as stand-alone kiosk, island drive-thru unit, and through-the wall installation. ATMLite III™ is designed to meet the needs of our clients but at a cost up to 50% below the current ATM equipment and processing solutions commonly found in the marketplace.

“ATMLite III™ was designed specifically to provide high quality ATM solutions in a cost efficient manner for financial institutions,” cites Ronney Henderson, Chairman and CEO of CashTrans. “ATMLite continues to give financial institutions the opportunity to expand financial services to their customers without investing a large amount of capital as ATMLite is an economically feasible alternative over the traditional ATM manufacturers,” continues Mr. Henderson.

“We are so pleased to expand our partnership with CashTrans through these innovated and professionally enhanced designed ATM packages,” states Nicholas Schuster, Retail Delivery Executive, Visual Marketing Group. “ATMLite™ has always been strategically designed to reduce the rising ATM cost burden on financial institutions, by delivering maximum value and results, at minimal costs,” continues Mr. Schuster.

CashTrans, in addition to ATM equipment, has the ability to provide financial institutions ATM terminal driving, real-time transaction processing, equipment maintenance and service, ATM monitoring, daily and monthly reporting, settlements, cash replenishment and management of all disputes and adjustments.

For more information about CashTrans and all of the ATMLite III™ products, please contact Fred Ethridge at 770-941-6680 X35 or visit [www.cashtrans.com](http://www.cashtrans.com).

### Whitepaper is now available on ATM Outsourcing!

ATM Outsourcing is an emerging trend throughout the U.S. It allows banks to partner with highly trusted and reliable companies to deploy ATMs both off-premise or at a branch in a cost effective manner. Does your bank have the program size and the economies of scale necessary to deliver ATM services in a cost effective manner or would it be better to outsource to a trusted 3<sup>rd</sup> party?

The ATM Outsourcing Whitepaper sponsored by CashTrans answers two key questions:

- 1) **What is the true rationale for ATM outsourcing?**
- 2) **What must I consider in evaluating outsourcing ATM services?**

To order a copy, send us an email titled “ATM Outsourcing Whitepaper,” call us at 770-941-6680 X35, or visit [www.cashtrans.com/contacts.asp](http://www.cashtrans.com/contacts.asp).



#### DEPLOY MORE ATMs WITH NO COST, NO RISK.

- Maximize your Revenue Stream
- Increase your Name Recognition
- Build Customer Loyalty

Call CashTrans today about our  
ATM OUTSOURCING PROGRAM  
1-800-262-7995 ext. 35  
[www.cashtrans.com](http://www.cashtrans.com)

# Expanding Our Reach: New Clients and New Deployments

We are proud to announce the following financial institutions have chosen **CashTrans** and are now added to our growing list of **NEW CLIENTS**:

- **Bayside Savings Bank - Mexico Beach, FL**
- **Claxton Bank, Claxton, GA**
- **Gwinnett Community Bank - Duluth, GA**
- **Gainesville Bank & Trust - Gainesville, GA**
- **First Chatham Bank - Richmond Hill, GA**
- **Schwertner State Bank - Schwertner, TX**
- **First Effingham Bank - Rincon, GA**
- **The Peoples Bank - Winder, GA**
- **Banuestra Financial - Roswell, GA**

Our existing clients are continuing to grow and below is an impressive list of **NEW ATM DEPLOYMENTS** in partnership with **CashTrans**:

- **Citizens Community Bank, Hahira, GA**
- **Community Bank of Pickens County - Fairmount, GA**
- **Community Bank of Pickens County - Waleska, GA**
- **Community Capital Bank - Stockbridge, GA**
- **Community Capital Bank - Jonesboro, GA**
- **First Bank of Henry County - McDonough, GA**
- **First Chatham Bank, Savannah, GA**
- **First Georgia Banking Company - Commerce, GA,**
- **First Georgia Banking Company - Homer, GA**
- **First Georgia Banking Company - Clarksville, GA,**
- **First Georgia Banking Company - Villa-Rica, GA.**



## Data Security Must be a Top Priority

Financial Institutions must adhere to strict Payment Card Industry (PCI) Data Security Standards mandated by the major card organizations. These standards once implemented are a strong first line of defense against fraud and identity theft. **Is your institution in compliance?**

For more information, visit Visa - [www.visa.com/cisp](http://www.visa.com/cisp), MasterCard - [www.mastercard.com](http://www.mastercard.com) or the industry PCI Security Standards Council - [www.pcisecuritystandards.org/](http://www.pcisecuritystandards.org/). The PCI Security Standards Council was formed to work to secure payment account data in a globally consistent manner throughout the transaction process. Participating organizations which include merchants, payment device and service vendors, processors and financial institutions, play an integral role in the ongoing development of the PCI standards.



## ATM Equipment Service

Our Goal 100%  
Uptime!

CashTrans has a long legacy of providing banks with outstanding service on Triton, Nautilus Hyosung and Tranax ATM equipment.

Our highly trained professional technicians not only show up when promised, but they work tirelessly to not only meet, but exceed your expectations. Our customers deserve our very best and we work every day to earn your business with our outstanding service department.

If you are experiencing ATM equipment concerns, please allow us to help solve the problem. Simply contact Buddy Medlock, VP Technical Support at CashTrans by email [Buddy.Medlock@cashtrans.com](mailto:Buddy.Medlock@cashtrans.com) or by phone at 800-262-7995, X26.

***“CashTrans wants to be your full service ATM equipment and processing provider. We want to earn your business by providing great value, outstanding service and an ongoing commitment to exceeding your expectations. We welcome and appreciate your business!”*** Message on behalf of the entire CashTrans Team