



**For Immediate Release**

**News Release  
February 14, 2012**

**Southern Heritage Leverages its Strategic Partners to Achieve ADA  
ATM Compliance!**

**Cleveland, TN** – Southern Heritage Bank recognized several years ago that the management responsibility of ATMs and the regulatory burden would only increase. To reduce that burden, Southern Heritage turned to its partners for assistance. Both CashTrans and Visual Marketing Group assisted the bank to implement an effective plan to comply with all ADA ATM regulations.

“Our relationship with both Visual Marketing Group and CashTrans has been exceptional. They are extremely responsive and have demonstrated they are fully capable to assist us with all aspects of managing our ATM fleet and particularly with the recent ADA compliance.” stated Virginia Kibble, Executive Vice President, Southern Heritage Bank. “As expected, every challenge and issue has been addressed in a professional and timely manner and we are so pleased to have such strong strategic partners,” continued Ms. Kibble.



Southern Heritage Bank is among a growing list of community and regional banks that have turned to Visual Marketing and CashTrans for support. Whether it is for new equipment upgrades, installation, maintenance or processing, all can be handled efficiently by CashTrans. Visual Marketing played a special role and was instrumental in the branding and signage for the bank, as well as for the ATMs.

“Working with the Southern Heritage Bank team has been a pleasure and we are honored with the trust that they have placed in us to support providing their customers ATM convenience around-the-clock,” says Loretta O’Dell, Account Executive. “Our ADA Compliance team and approach is sound and works well for every size bank. It helps reduce costs and minimize the ATM management and compliance requirements for the institution,” continues Ms. O’Dell.

-- more --

Community banks are facing many challenges today with the deployment of ATMs, such as rising costs and added operational responsibilities. CashTrans helps to remove many of those challenges while creating opportunities for more advanced ATM technology that can add program efficiency and greater convenience for bank customers.

For more information about CashTrans products and services such as our turn-key outsourcing solutions, please contact Nick Schuster our National Sales Director at 770-941-6680 X128 or visit our website at [www.cashtrans.com](http://www.cashtrans.com).

**About Southern Heritage**

Based in Cleveland, TN, Southern Heritage Bank is a "community-owned" provider of financial services, operating to help consumers and small businesses in Cleveland and Bradley County, TN to reach their financial goals. In addition, Southern Heritage Bank is federally insured by the FDIC and can be visited at the following website, [www.southernheritagebank.com](http://www.southernheritagebank.com).

**About Visual Marketing Group**

Located in metro Atlanta, Visual Marketing Group is a hybrid Architectural Design, Facilities Services, and Branding Design group with reach from concept to completion. Our focus ranges from Storefront Design / Facilities Planning / Revitalization Programs / through fully managed Signage and Wayfinding solutions (with well over 6,000 installed signs to date). We work with small to mid-sized financial corporations throughout the southeast. Visit us at [www.visualmark.com](http://www.visualmark.com).

**About CashTrans**

Based in Austell, GA., Cash Transactions, LLC (CashTrans) [www.cashtrans.com](http://www.cashtrans.com) provides affordable ATM solutions to over 700 small and medium-sized, retailers and financial institutions. It currently drives over 150 financial ATMs throughout the southeast. In addition to deploying ATM equipment, CashTrans also offers "Turn-key Outsourced Solutions" and a complete service program that includes on-site and off-site technical assistance from certified ATM technicians and seasoned professionals. CashTrans is authorized to sell and service Nautilus Hyosung, Triton, Hantle and other brands of ATM equipment.

**Media Contacts:**

**Southern Heritage Bank**  
Virginia Kibble, EVP & COO  
423-303-1722  
[vkibble@southernheritagebank.com](mailto:vkibble@southernheritagebank.com)

**CashTrans**  
Russ Schoper, Marketing  
770-740-9979  
[russ.schoper@cashtrans.com](mailto:russ.schoper@cashtrans.com)

###