



FOR IMMEDIATE RELEASE

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Alaska USA wins 2010 Visa Global Service Quality Performance Award

Anchorage, Alaska – Alaska USA has been honored with a 2010 Visa® Global Service Quality Performance Award. At the awards presentation last month, Visa highlighted Alaska USA's excellence in chargeback effectiveness with the global award for Highest Chargeback Effectiveness Rate.

Visa instituted the Service Quality Performance Awards nearly 20 years ago to recognize companies that demonstrate exceptional card operations processing in the U.S. The program expanded globally in 2009. The Global Service Quality Performance Awards acknowledge consistent, superior performance, as well as continued service quality improvement in areas that directly affect cardholders, such as chargebacks.

Chargebacks include identifying and addressing transaction processing improvements, training merchant sales staff on proper card acceptance procedures and educating back-office staff on operating regulations related to exception processing.

Visa selected Alaska USA for the Highest Chargeback Effectiveness Rate award based on the efficiency in processing exception items and lowest percentage of chargebacks returned as representments, as well as Alaska USA's successful evaluation of potential chargebacks, processing them only once and using the correct chargeback reason codes.

The Alaska USA Visa Platinum Credit Card combines a low, fixed rate with reward points redeemable for travel and merchandise through the ScoreCard® rewards program. The Visa Platinum credit card also features security benefits, fraud prevention programs, and member authorization controls.

More about Alaska USA

Alaska USA Federal Credit Union is a member-owned, not-for-profit financial cooperative with \$4.4 billion in assets and more than 425,000 members worldwide. The credit union operates 60 branches in Alaska, California, and Washington and has been providing exceptional service, value and convenience to members since 1948.

Learn more about Alaska USA at www.alaskausa.org.



Front row from left: Gilda Shaw, Ashley Heal, Jayme O'Neal, and Nika Wood
Back row from left: Chante Smothermon, Joy Orman, Angela Sacco, Reanna Norris, and Kent Logan

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