

# P R E S S   R E L E A S E

Date:        October 21, 2009

From:        Financial Service Centers of America

For Media: Dana Rovito, MWW Group  
201.964.2442  
[drovito@mww.com](mailto:drovito@mww.com)

Stephen Altobelli, MWW Group  
201.964.2369  
[saltobelli@mww.com](mailto:saltobelli@mww.com)

---

## **FOR IMMEDIATE RELEASE**

### **FISCA ANNOUNCES BEST PRACTICES TO PROMOTE THE STORE APPEARANCE OF FINANCIAL SERVICE CENTERS**

*Recognizing that Members' Stores Reflect on the Entire Industry, FiSCA's New Initiative  
Will Help Promote Enhanced Overall Store Renovation*

**(Colorado Springs, CO – October 21, 2009)** –The Board of Directors of the Financial Service Centers of America (FiSCA), meeting prior to the 21<sup>st</sup> Annual FiSCA Conference & Exposition, voted unanimously to establish Store Appearance Best Practices for the industry. The objective of this initiative is to foster the improvement of the industry's image by developing and promoting ways that its members can project a positive store image for their Financial Service Centers. The Best Practices cover the entire gamut of a store's appearance, including external and internal features and employee appearance.

As a part of this program, FiSCA also created a Best Practices Store Evaluation Guide, available to FiSCA members only. This self-evaluation tool will assist operators in objectively quantifying how well their store(s) compare to the industry's best practices. It can be used to identify areas where a facility is currently up to industry standards and others that could be improved to perform better. The Guide is intended to assist in establishing consistent standards within each member's organization that will help improve the appearance of their facilities as well as their bottom line performance.

“Using these Best Practices will help support our members' overall image in the communities they serve, project our employees' image of confidence and trustworthiness, and communicate respect and courtesy to our customers,” said Joseph Coleman, FiSCA's Chairman. “Just as important from a business perspective, improving a store's overall look and feel can have a direct, significant impact on that store's revenue generation.”

FiSCA also created two award programs to help promote adoption of these new industry standards: the Exemplary Store Appearance of the Year Award and the Most Improved Store Appearance of the Year award. Additional information, including award applications, will be made available on the FiSCA website, [www.fisca.org](http://www.fisca.org), in the spring of 2010. The first awards will be made at the FiSCA 22<sup>nd</sup> Annual Conference & Exposition in Las Vegas in October 2010.

**About FiSCA**

FiSCA, founded in 1987, is the national trade association for more than 6,500 individual financial service centers across the United States. FiSCA members provide a wide variety of financial services and products to their communities, including check cashing, money orders, money transfers, and electronic bill payment services, automatic teller machine access, government benefit and payroll payments, small dollar short-term loans, electronic tax preparation, prepaid debit cards, deposit acceptance services, public transportation fare and token sales, motor vehicle license plate and title distribution, postage stamp sales and numerous other services. For more information, please visit [www.fisca.org](http://www.fisca.org).

###