

# P R E S S   R E L E A S E

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From: Financial Service Centers of America

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**FOR IMMEDIATE RELEASE**

## **FiSCA ANNOUNCES TWO NEW AWARD PROGRAMS 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 Appearance*

**(Hackensack, NJ – July 19, 2010)** – Financial Service Centers of America (FiSCA), today announced the creation of two new award programs, both centered on encouraging operators to improve the appearance of their stores. Starting with the 2010 Annual FiSCA Conference, the association will recognize members that are operating stores that reflect positively on the industry, and encourage others to do the same, by issuing store appearance-related awards in two categories

- Exemplary Store Appearance of the Year Award; and
- Most Improved Store Appearance of the Year Award.

The Exemplary Store Appearance of the Year Award will be issued to a single FiSCA member that operates stores in a manner that best exemplifies FiSCA's Store Appearance Best Practices and whose company's image reflects positively on the industry.

The Most Improved Store Appearance of the Year Award will be issued to companies in four different size categories that in the past 18 months have taken action to improve the appearance of their stores.

“Perception is reality,” said Joseph Coleman, Chairman of FiSCA. “Many FiSCA members recognize the importance of store appearance to the overall performance and profitability of their stores and have taken decisive action over the past few years to enhance their company's image by building and/or updating their stores. These modern-day Financial Service Centers reflect well on the individual companies and their bottom line, as well as putting their store appearance on par with other financial service businesses such as banks and credit unions. Such efforts positively impact how the overall industry is perceived. While our stores have always been welcoming to consumers, with accessible products and the best customer service around, these renovated stores now physically reflect the positive customer “experience.”

FiSCA has established extensive Store Appearance Best Practices criteria for store owners to use when critiquing their store interiors and exteriors to determine areas that may need to be upgraded. Award applications and the Best Practices are available on [www.fisca.org](http://www.fisca.org). Submissions for the different awards will be reviewed by a panel of judges comprised of industry experts.

“These two awards will aid FiSCA’s effort to increase public attention and recognition to the modern-day financial service center, and encourage other financial service centers to take the necessary action to enhance their store appearance,” said Rob Zweig, Chairman of FiSCA’s Store Appearance Committee.

### **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).

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