



For Immediate Release

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PenFed and LoyaltyEdge Collaboration Enhances Point Reward Cardholder Experience with Launch of New Rewards Site

The new LoyaltyEdge reward site enhances the PenFed Point Reward Cardholder experience—twofold. The redesign streamlines access to the reward login portal; making it easier and faster for cardholders to use and new site features include enhanced reward redemption selections and services.

Alexandria, Va., November 12, 2014— Today it was announced that a recent collaboration between [Pentagon Federal Credit Union](#) (PenFed) and LoyaltyEdge, part of the Enterprise Growth Group within American Express, streamlines and enhances the Point Rewards Cardholder experience with the successful launch of the credit union’s new reward site.

“Our Point Reward credit card portfolio has a very impressive line-up of award-winning cards that are very popular with our membership and nationally recognized,” said Kevyn Myers, executive vice president and chief operating officer with PenFed.

Myers continued, “It only made sense to collaborate with a premier service provider like LoyaltyEdge so that we could develop a reward site with improved features that provided our Cardholders with a more rewarding user experience—one that equals the quality and appeal of the PenFed Point Rewards Card they carry.”

Utilizing decades of American Express customer experience and loyalty expertise, LoyaltyEdge provides end-to-end loyalty solutions that include cutting-edge technology, program redesign, access to a host of reward options, and seamless fulfillment.

“We are thrilled to be working with PenFed to help them redesign their loyalty program to better meet the needs of their customers,” said Ross Christie, general manager of LoyaltyEdge. “When it comes to rewards, LoyaltyEdge provides a platform solution that is flexible and easy to implement to help our clients improve how they engage with their customers and build strong, lasting relationships.”

Now easily accessed through PenFed’s Online Banking service, the new reward site provides PenFed Point Rewards Cardholders with the following rewards user experience:

- **Easier access to rewards.** In just one click, Cardholders can now access reward point information in one, convenient login location—directly from within PenFed’s secure online banking site.
- **Real Time Points.** Cardholders can view reward point balances in real time.

- **New air travel redemption options** on JetBlue, Frontier, WestJet, and Aer Lingus.
- **Flexibility.** Cardholders can now purchase merchandise using a combination of points and cash.
- **Reloadable eGift Cards** for retailers and merchants including Amazon, Starbucks, ExxonMobil, and Barnes & Noble.
- **Online Tracking.** Cardholders can now monitor merchandise or gift card rewards shipment status with online tracking.

Eligible PenFed Reward Credit Card Programs:

PenFed Point Reward credit cards programs that are compatible with the newly enhanced reward site include:

- PenFed Platinum Rewards Visa Signature® Card
- PenFed Premium Travel Rewards American Express® Card
- AMA PenFed Premium Travel Rewards American Express® Card
- The Motley Fool PenFed Premium Travel Rewards American Express® Card

PenFed is known for its enduring commitment to continually create innovative financial products and services that save money, add value, and further the financial well-being of its members—and its Point Rewards credit card programs are no different. To learn more about and apply for a credit card with PenFed, visit [PenFed.org/credit-card-overview/](https://www.penfed.org/credit-card-overview/).

About PenFed

Established in 1935 as the War Department Credit Union, PenFed is one of the largest credit unions in the country, serving 1.3 million members worldwide; with more than \$19 billion in assets. Its long-standing mission has been to provide superior financial services, while being responsive to members' needs in a cost effective manner. PenFed offers market-leading mortgages, automobile loans, credit cards, checking, and a wide range of other financial services with its members' interests always in mind. Serving a diverse population, PenFed offers many ways to become a member; including numerous association affiliations and employee groups. PenFed is federally insured by the NCUA and is an equal housing lender. PenFed does business in accordance with the Federal Fair Housing Law, the Equal Credit Opportunity Act, and is a member of NAFCU. *For more information about PenFed, call 800-247-5626 or visit [PenFed.org](https://www.penfed.org).*

About American Express

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About LoyaltyEdge

Launched in January 2010, LoyaltyEdge delivers a full range of loyalty program services based on client needs, including valuable customer insights, program design and execution, expanded loyalty and redemption options as well as fulfillment capabilities, customer service solutions, targeted and segmented marketing and loyalty and cost management analytics. Visit www.loyaltyedge.com to learn more.

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