

Credit unions now have the opportunity to deliver a unique benefit to their members.

Airport Oasis Lounge

Exclusively for
Credit Union Members

The idea of flying today often conjures up images of long waits, missed flights, stressful delays, and rigorous security. The frequent traveler often takes advantage of the luxury airline lounge as a quiet and civilized escape. But not everyone has access to such a privilege – especially those who do not travel often. The Airport Oasis Lounge grants this privilege to a much broader group of the population: credit union members.



The Airport Oasis Lounge is a designated airport luxury space intended to bring “country club” atmosphere to participating credit union members who travel.

What will Oasis visitors enjoy? Airport Oasis Lounge visitors will enjoy amenities such as: free Wi-Fi web access, surcharge-free ATMs, free power to recharge laptops and PDAs, light refreshments, and a comfortable place to relax. Non-credit union members will be welcomed into the facility, given a tour, and provided the opportunity to become credit union members.

Where will Oasis be located? The vision is to have the initial pilot lounge located in a major U.S. airport by mid 2008, with the long-term goal of having lounges in major airports across the United States.

Who is organizing Oasis? This collaborative initiative is spearheaded by the Filene Research Institute’s i³ group, a nationwide think tank composed of credit union executives.

Air travel is at an all time high.

There are over 80,000,000 credit union members in the United States.

A survey conducted at two large credit unions showed that 92% of members are very or somewhat interested in access to an airport lounge as a benefit of credit union membership.



Filene i³ invites you to participate in the sponsorship of this new program.

For details, see back.

America's Credit Union's Airport Oasis Lounge needs sponsorship and support from credit unions before it can launch.

For more information or to register for sponsorship, contact one of these representatives of the Filene Research Institute i³ group:

David Snodgrass

Affinity Federal Credit Union
davids@affinityfcu.com
908-860-3904

Troy Stang

Arizona Federal Credit Union
troy.stang@azfcu.org
602-683-1031

Dave Faleski

Coastal Federal Credit Union
dfaleski@coastalfcu.org
919-420-8043

**Through high-visibility locations in major airports,
the Airport Oasis Lounge will:**

**Create a broader
awareness of
credit unions**

**Highlight the benefits
of membership and
the credit union brand**

**Bring luxury
privileges to a
large population**

Anticipated Timeline of Airport Oasis Lounge Launch

- January – February 2008: Market Research in various U.S. regions
- February 2008: Discussion of Concept with various airport leadership teams
- February – March 2008: Survey Result / Analysis Summary
- February – March 2008: Architect Model / Drawing Development
- March 2008: Draft / Working Copy of Oasis Business Plan
- March 2008: Investor / Business Partner Solicitation
- April – June 2008: Marketing / Awareness Plan Development
- April – July 2008: Prototype Development at major U.S. airport
- Summer 2008: Prototype Opens