

**REBUTTAL EXHIBIT C**

**PLAINTIFF ADVANCEME'S REPLY CLAIM CONSTRUCTION BRIEF**

# DEBIT CARD DIRECTORY

C10

## Introduction

**T**he use of debit cards, particularly at the point of sale, continues to be one of the most remarkable business stories of the decade.

Introduced in the 1970s, the debit card has traced an uncertain arc across the landscape of retail payments. Its story has been a long, painful, and frustrating odyssey full of overheated expectations, overweening ambitions, and overhyped predictions. Because it never seemed to live up to its backers' expectations, the debit card was dismissed for years as experimental by observers of mainstream banking. Banks, meanwhile, had made a cash cow out of credit cards, and this is where they lavished their resources and attention. Only retail-banking specialists—and bankers determined to develop a card that could replace checks with electronic transactions—looked long and hard at debit.

But beneath the surface, largely unreported except in the specialty press, much was happening with debit cards. Slowly, EFT networks began adding POS functionality to their ATM cards, and banks began signing up merchants—mostly gas stations and supermarkets—to take the plastic. After much wrangling with each other and with antitrust watchdogs, Visa and MasterCard created national POS networks. And, with the strong sponsorship of these two national brands, banks started issuing a type of debit card whose transactions traveled on the credit card systems and cleared in two or three days rather than in a matter of hours. This so-called off-line debit card caught the imagination of banks, largely because it paid interchange fees high enough that they saw a way to make money with it.

At the same time, EFT networks were merging at a furious clip, patching together disparate and fragmented

debit card bases into super-regional systems with appeal to merchants that wanted to reach all or most of their customers. Now retailers that had for years sat on the sidelines while debit struggled began to sign on to take the plastic.

The ingredients for explosive growth were there, though they had surely come together much more deliberately than enthusiasts and futurists had predicted in the 1970s and '80s. So it should have come as no surprise when, in the early '90s, debit cards caught fire, scoring one statistical breakthrough after another. Transactions and terminal deployments soared at dizzying rates. The pundits were, at last, vindicated.

But the story doesn't end there, as readers of this third annual edition of the *Debit Card Directory* will soon discover. True, POS transaction volumes for both on-line and off-line cards continue to climb at a breakneck pace, and the terminal population continues to grow rapidly (see Chapter One). But what's important now isn't so much that debit cards are a hot banking property—that's already well-known and documented—but that the plastic is moving quickly and surely out of its traditional markets and into new ones that offer huge potential, largely because they remain untapped.

For years, debit was the property of the West Coast, geographically, and of gas stations and grocery stores, with respect to merchants. In 1995, debit cards started to move east (for more on this, see Chapter Two) and to move into specialty shops, fast-food outlets, electronics chains, and the like. Eight of the 10 fastest-growing POS networks lie east of the Rockies—and their growth is hardly exhausted. "We've only scratched the surface of POS," John Bascom, president of the

**DEBIT CARD DIRECTORY****Debit Card 2000**

Michigan-based Magic Line network told *Debit Card News* in September. That's saying something, considering Magic Line's June 1995 POS volume was up 77% over the previous June.

To be sure, debit isn't done claiming major merchants in its traditional markets. Both Shell Oil and Vons Supermarkets rolled out programs in the past year. What's more, networks are finally putting promotional firepower behind their POS programs, which promises to push debit cards into the hands of even more users and into an even bigger variety of merchants.

For a complete analysis of debit's development, merely turn to the chapters that follow. This 1996 edition relies, as did its two predecessors, on a number of Faulkner & Gray publications, including *Debit Card*

*News* (formerly *POS News*), *Bank Network News*, and the *Card Industry Directory*. New to the book this year, however, are a special report on electronic benefits transfer (Chapter Ten), an update on last year's white paper on home banking (Chapter Eleven), and expanded data, notably in Chapter Seven, where the list of top acquirers has grown from 15 to 24.

As always, the editor thanks the contributing editors for their diligence and keen understanding of the way debit cards work and where they are going. Their efforts have proven invaluable in putting this book together. Partly because of their ability to tell, in clear terms, the story of debit's sudden explosion on the payments scene, predictions by bank executives for the future no longer seem so outlandish.

## Statistical Tabulations

**F**ew businesses lend themselves to measurement, to statistical monitoring, as much as debit cards. The business generates enough numbers to satisfy the most exacting figure filbert. Lately, these numbers have proved satisfying to debit card issuers and acquirers, as well, particularly when it comes to payment at the point of sale.

Take a look at POS transactions, the most immediately cited measure of debit's performance, since it goes to the heart of how well the cards are being used and accepted to pay for goods and services. As you'll see in the charts that follow, annual volume on on-line cards in 1995 is expected to hit 775 million, up 37% over 1994. That's even faster than 1994's 32% growth pace, and the 1995 total is up an eye-popping 168% just since 1992.

Off-line debit is doing even better. As of June 1995, nearly 2,500 banks issued these cards, and monthly transaction volume stood at 57.5 million, up 46% over June 1994.

The deployment of merchant terminals to accept debit cards continues to shoot up, as well. As of June, 528.7 million such devices had been hooked up, an increase of 54% over the June 1994 figure. As robust as

that increase looks, it actually represents a slowdown from the torrid pace of June 1993 to June 1994, when the terminal population leapt 122%.

Gas stations and groceries once dominated debit because they dominated the deployment of terminals, but now debit acceptance is moving rapidly into other merchant categories, a trend borne out by the numbers. Supermarket terminals climbed 27%, but account for 45% of all machines, down from 54% a year ago. Fast-food outlets, boutiques, specialty stores, and other merchants that fall into the "other" category saw their deployment mushroom 111% and now account for 17% of all debit devices, up from 11%.

To be sure, debit faces challenges aplenty (see Chapter Nine for a full catalog of these). Skeptics, indeed, might point to the slowdown of terminal growth, though this is more related to the movement of debit's momentum away from maturing West Coast markets (documented in the next chapter) than to anything else. The fact that debit card usage and acceptance are moving so rapidly into new geographic and merchant markets is another sign that the payment device is going mainstream. Need further proof? Just look at the numbers.

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**Technology**

### The Struggle to Give Credit to Smart Cards

There's been a real wave of news in the past year about the budding market in the United States for smart cards. One look at it has anyone concerned with revolving credit. When people talk about smart cards—cards containing a small memory chip or microprocessor that can hold far more information than today's magnetic-strip cards can—they usually talk about credit cards or debit cards. Though some smart cards are indeed used with revolving credit accounts, the smart credit card almost seems to be an afterthought in the U.S.

But even so, the card industry may be only a month or two before revolving credit cards begin to show in the smart card mix. "The key words are 'not yet,'" says Richard W. Rubin, Visa International senior vice president of consumer credit products. "We're still very much at the early, discovery stage." He notes that Visa, MasterCard, and Discover's European partner, Europay, only last last year announced operational considerations.

**Competition**

### The Optima Family Adds Some New Members

Who's launched the Optima The Credit card line, American Express Co. presented the card line just the first in a series of new products designed to boost AmEx's revolving credit portfolio from about \$8 billion to \$30 billion by the end of the decade. New cards include the premium The credit-card-consumerment giant within the past few weeks quickly almost making a million-dollar revenue per year Optima card, including gold card with an annual fee.

AmEx says the number of cards being issued is more than three times that of 10. The right-apt company would not discuss solicitations beyond the three received by Credit Card News staff members, nor would it say which ones ultimately will be rolled out. You will AmEx reveal the size of the mailings, other than to say they are considerable. Some are going to AmEx cardholders but most are going to new prospects.

Analysis says that while the company risks consolidation of higher fee charge cards, AmEx indeed needs to broaden its card offerings. "They're doing the right thing," says Thomas P. Francis, vice president of equity research at Salomon Bros. Inc., "American Express' problem was they were a non-product company."

Not only has AmEx had a limited number of card offerings, but the core charge card line is still shrinking. AmEx stopped disclosing separate U.S. charge card numbers in 1994's fourth quarter. Continued on page 11

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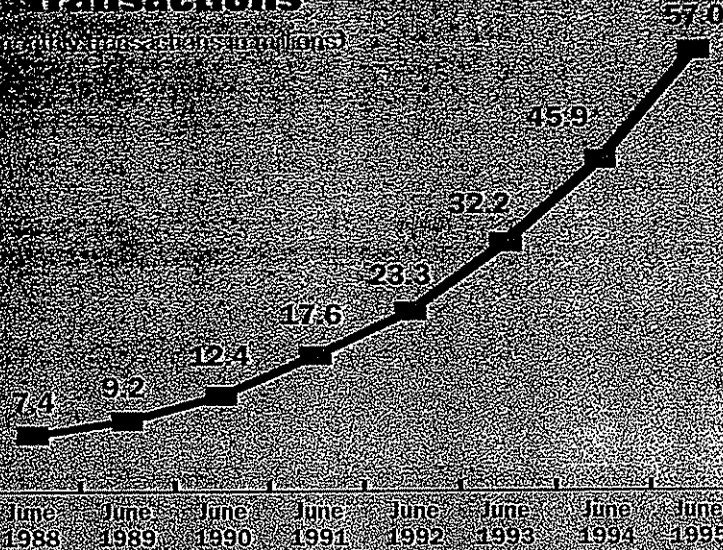
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# DEBIT CARD DIRECTORY **Statistical Tabulations**

## On-Line and ACH Debit Transactions

(in billions of transactions)

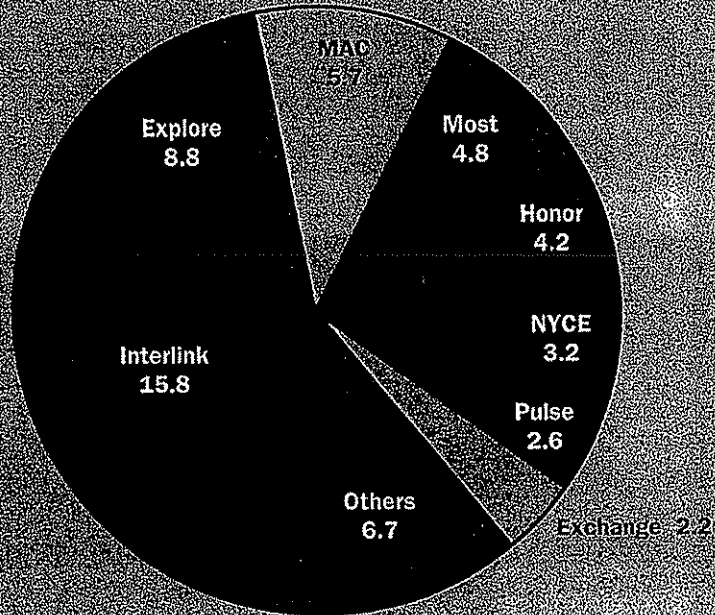


Source: Debit Card News Service. \*Estimated to account for overcounted transactions reported by networks.

## Key Networks Dominate the Pack

(transactions in millions)

Total Transactions:  
54 Million



Source: Debit Card News Service



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## BANK NETWORK NEWS

Volume 14  
Number 5  
May 26, 1995

The Leading Source of News and Analysis on the EFT Industry

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### Bank Merger Reignites Network Merger Talk

Met a do-over status of network merger discussions, the industry once again has captured the EFT spotlight. With the proposed merger of First Chicago Corp. and NBD Bancorp, the merger of Cash Station and Magic Line—the largest and the largest regional EFT networks, respectively—could be back in the picture.

Earlier this month, First Chicago Corp. and NBD Bancorp joined the banking industry with the announcement of a proposed \$1.2 billion merger. While the merger would combine 750,000 ATM's in the country with about 100,000, many industry participants are watching the merger's effect on Cash Station and Magic Line. Some observers believe the First Chicago/NBD Bancorp merger will result in a Cash Station/Magic Line merger, while others believe one of the networks could fold.

"This will change the competitive EFT landscape in the Midwest," says Rich and Spoor, president of Spoor & Associates, an Atlanta-based EFT consulting firm. "You're taking the largest owner of Cash Station and merging it with one of the largest owners of Magic Line. There seems to be a gravitational pull between the two networks."

Talk of network mergers in the Midwest are nothing new, but the First Chicago/NBD Bancorp marriage gives new evidence of a need for further consolidation in the EFT industry. Seeking to streamline the operations of member financial institutions, Cash Station and Magic Line announced plans to merge in early 1993. The move was seen as an attempt to prevent Delaware-based Electronic Payment Services from moving into the Illinois, Michigan and Indiana markets.

But plagued by problems on how the new network should be run, the negotiations fell apart by late 1993. Magic Line, for instance, reportedly wanted stronger control and decision-making by its board of directors, while Cash Station preferred that the network be run by a hired executive. But now that First Chicago and NBD Bancorp plan to merge, even network executives admit the two networks could once again meet at the negotiating table.

"With the consolidation of First Chicago and NBD Bancorp, it's very logical for Cash Station and Magic Line to get back together for merger discussions," says Stephen Cole, Cash Station president. "We suspended our earlier discussions with The High Clearpoint of a second chapter. This merger may be the impetus for a second round of negotiations." John Bascom, Magic Line president, is quoted on page 4.

#### Technology

### EFT Networks Won't Surf The Internet

Credit card and off-line debit card transactions already have begun to travel the Internet and other on-line computer networks as banks, vendors and the payment associations develop technology to make Internet payment secure. But don't look for on-line debit cards to join the rush anytime soon.

The reason? Steve Kish, director of sales for Virginia-based CyberCash, Inc., calls the on-line concept a "high-tech, high-risk venture."

While merchants that most commonly use credit cards are not likely to accept EFT network rules require that for cards with their marks to be accepted at retail locations, a card must be input to an authorized terminal and the customer must enter a personal identification number. That would preclude the use of cards on the Internet where "hot" personal computer typically aren't firewalled.

Continued on page 41



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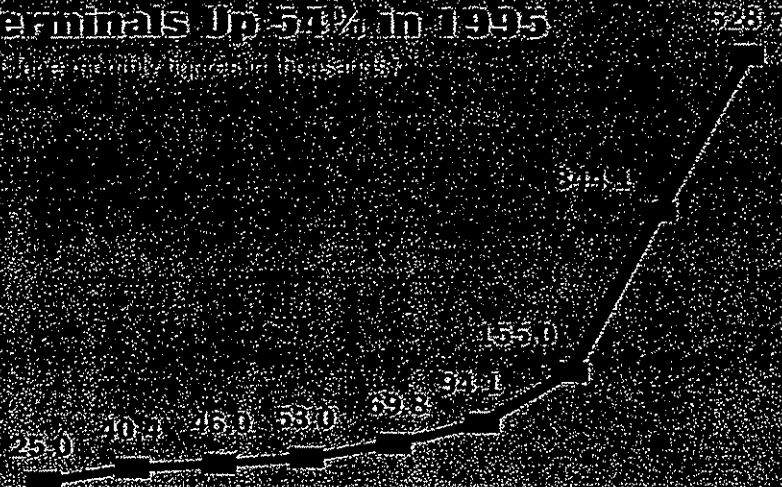
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# DEBIT CARD DIRECTORY Statistical Tabulations

## Debit Terminals Up 54% in 1995

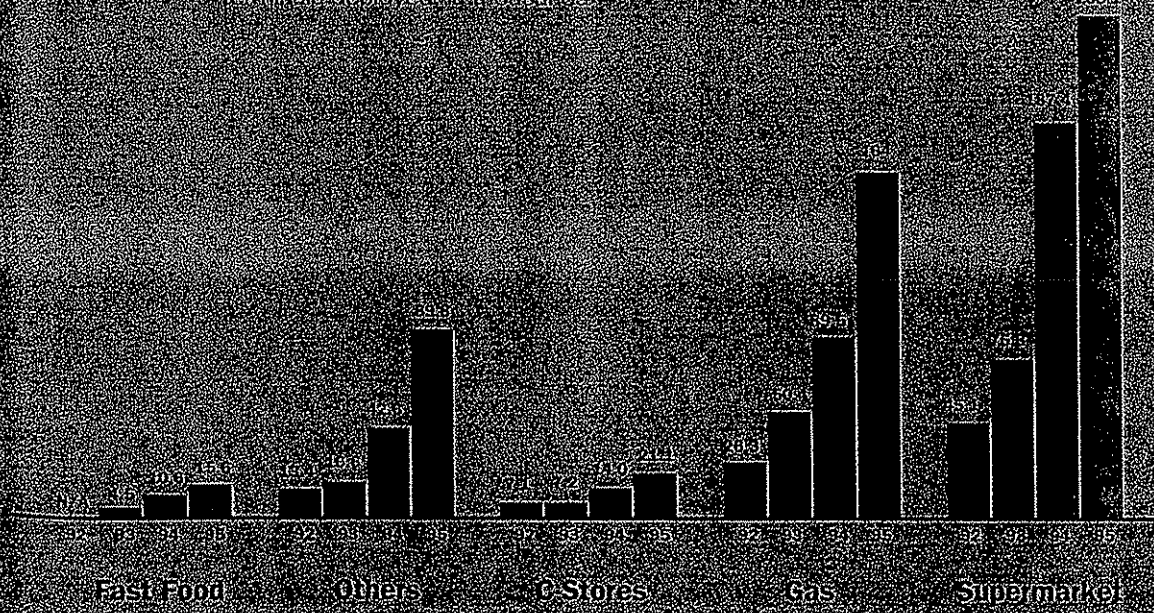
June = cumulative figure for the calendar year



Year	June	June	June	June	June	June	June	June	
	1987	1988	1989	1990	1991	1992	1993	1994	1995

## Debit Growth by Industry Segment

Terminals deployed (in thousands)



Note: Gas station numbers were included in C-Stores category in 1992. Gas station numbers were included in Supermarket category in 1993.



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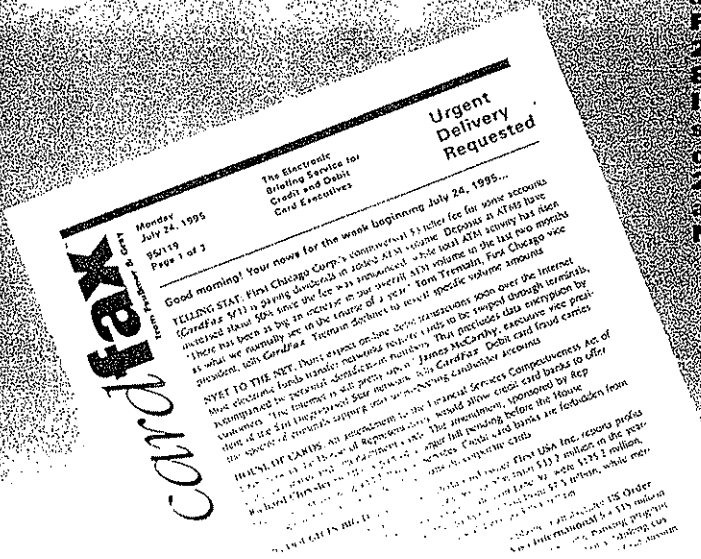
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# DEBIT CARD DIRECTORY **Statistical Tabulations**

## The 50 Most-Active ATM Card Bases

Issuer	ATM/On-Line Debit Cards	Monthly ATM Transactions	Transactions per Card
1. First Midwest Bancorp. Inc.	10,000	150,000	15.00
2. Sunburst Bank	25,000	253,014	10.12
3. Banc One Corp.	1,257,117	12,646,701	10.06
4. BayBank Systems Inc.	1,090,001	10,870,353	9.97
5. Wachovia Corp.	610,000	5,600,000	9.18
6. Emigrant Savings Bank	28,000*	256,000	9.14
7. Three Rivers Bank	9,300	85,000	9.14
8. Stillwater National Bank	5,662	48,803	8.62
9. First Federal Savings & Loan Association	43,245	365,000*	8.44
10. GTE Federal Credit Union	30,000	250,000	8.33
11. First Bank System	399,317	3,320,000	8.31
12. Boatmen's Bancshares Inc.	468,679	3,677,490	7.85
13. Orange County Teachers Federal Credit Union	72,178	564,552	7.82
14. Premier Bank	93,833	733,370	7.82
15. St. Paul Federal Bank for Savings	118,000	912,000	7.73
16. National City Corp.	859,206	6,476,192	7.54
17. Bell Federal Savings and Loan Association	5,400	39,000	7.22
18. Fleet Financial Group	710,000	5,000,000	7.04
19. Washington Mutual Savings Bank	86,486	596,221	6.89
20. Keystone Financial	70,032	477,300	6.82
21. Provident Bank	72,619	494,639	6.81
22. Shawmut National Corp.	425,705	2,894,348	6.80
23. Wilmington Savings Fund Society FSB	15,625	103,948	6.65
24. Wilmington Trust Co.	203,500	1,351,250	6.64
25. Bank of Hawaii	241,521	1,600,000	6.62
26. Old Kent Financial Corp.	273,800	1,800,000*	6.57
27. First Federal Savings and Loan of Charleston	17,737	114,700	6.47
28. PNC Bank Corp.	1,016,000	6,484,000	6.38
29. Space Coast Credit Union	14,795	92,166	6.23
30. Standard Federal Bank	154,459	950,000	6.15
31. National Bank of Commerce	26,994	164,119	6.08
32. Bank South	319,854	1,929,970	6.03
33. Anchor Savings Bank	79,879	481,692	6.03
34. Security National Bank	9,668	58,000	6.00
35. Alaska USA Federal Credit Union	72,284	433,538	6.00
36. Chase Manhattan Bank NA	1,155,612	6,827,164	5.91
37. Synovus Financial Corp.	105,129	616,778	5.87
38. First Citizens Bancorp.	60,889	355,286	5.83
39. First New Hampshire Bank	140,000	810,000	5.79
40. The Golden 1 Credit Union	127,616	729,807	5.72
41. BankAtlantic, a Federal Savings Bank	40,000	225,000	5.63
42. Beverly Bank	9,207	51,400	5.58
43. Citizens Financial Group	180,000	1,000,000	5.56
44. Commerce Bank and Trust	25,465	140,000*	5.50
45. Springfield Institution for Savings	39,000	214,312	5.50
46. Citizens Banking Corp.	60,000*	329,000*	5.48
47. San Antonio Federal Credit Union	80,000	432,000	5.40
48. Apple Bank for Savings	50,000*	270,000*	5.40
49. NBD Bancorp	760,000	4,100,000	5.39
50. TCF Bank FSB	700,573	3,747,793	5.35

Source: Card Industry Directory

\*estimate



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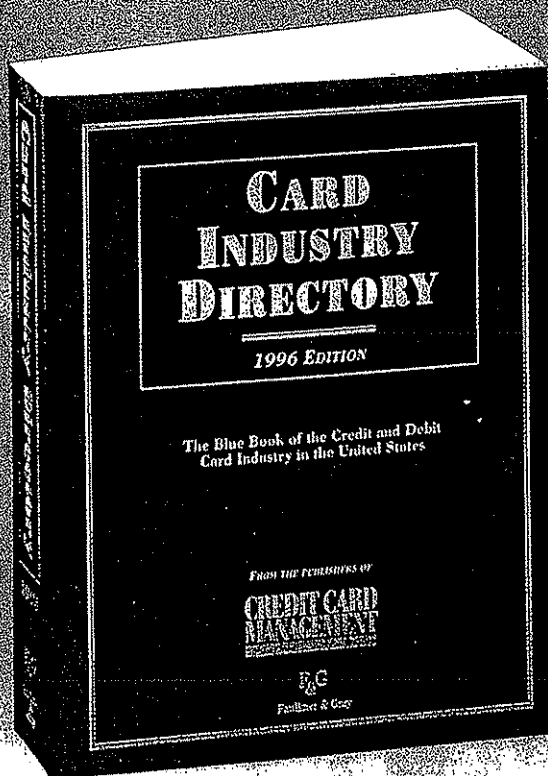
To not know which competitors are best positioned to hit you in 1996. Which vendors and business partners are best equipped to help. If your fee schedule puts you on the leading edge or behind the curve. It may be the time to explore opportunities to share costs and increase margins. Where your vital contacts are **not** really employed.

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# DEBIT CARD DIRECTORY Statistical Tabulations

## The 50 Most-Active POS Card Bases

Issuer	Monthly POS Transactions	On-Line Debit Cards
1. First Interstate Bancorp	3,500,000	5,100,000
2. Banc One Corp.	3,404,846	1,257,117
3. First Union National Bank	3,400,000	2,500,000
4. Wells Fargo Bank	3,300,000	4,800,000
5. U.S. Bancorp	1,800,000	1,100,000
6. Great Western Bank, a Federal Savings Bank	1,498,000	1,426,072
7. Washington Mutual Savings Bank	1,170,206	86,486
8. NBD Bancorp	1,025,000	760,000
9. BayBank Systems Inc.	656,278	1,090,001
10. Michigan National Bank	600,000	380,000
11. United Jersey Banks/UJB Financial Corp.	552,865	662,451
12. PNC Bank Corp.	475,000	1,016,000
13. Integra Card Services	456,838	426,789
14. CoreStates	452,492	695,272
15. Meridian Bancorp Inc.	417,592	700,518
16. Union Bank	406,000	410,000
17. NationsBank Corp.	400,000*	4,200,000*
18. Mellon Bank	350,000	800,000
19. Home Savings of America	322,300	836,092
20. FirstBank Holding Company of Colorado	305,000	180,132
21. KeyCorp	275,500	1,001,994
22. Wilmington Trust Co.	270,550	203,500
23. SunBanks Inc.	260,000	387,975
24. Citicorp	250,000	4,000,000
25. State Employees Credit Union of Maryland Inc.	225,512	67,480
26. Fleet Financial Group	225,000	710,000
27. The Golden 1 Credit Union	215,602	127,616
28. First Chicago Corp.	201,000	729,000
29. Chemical Bank	190,000	2,100,000
30. Bank of the West	184,000	276,000
31. Shawmut National Corp.	166,551	225,705
32. Bank South	166,000	319,854
33. Boatmen's Bancshares Inc.	165,682	463,679
34. Boeing Employees Credit Union	149,500	194,772
35. Norwest Bank	145,000	157,000
36. Deposit Guaranty Corp.	140,574	127,065
37. National City Corp.	140,000	859,206
38. National Westminster Bank	140,000	700,000
39. California Federal	140,000	265,000
40. Bank of New York	129,000	680,000
41. First Fidelity Bancorporation	122,611	73,264
42. First Federal Savings Bank	122,782	453,722
43. Midlantic Corp.	116,000	380,000
44. Orange County Teachers Federal Credit Union	113,799	72,178
45. Bank of Boston	106,000	260,000
46. First Nationwide Bank	105,794	446,633
47. Crestar Bank	100,000*	520,000*
48. Compass Bancshares	100,000	220,000
49. Provident Bank of Maryland	98,717	75,478
50. People's Bank	94,400	265,000

Source: Card Industry Directory

\*estimate

# **Faulkner & Gray, Inc.**

## **1996 Conference Schedule**

**Card Technology Conference '96**  
January 18-19, *Miami, FL*

**Faulkner & Gray's Check Tech '96 Conference**  
January 22-23, *Miami, FL*

**Debit Card Forum IV**  
February 26-27, *San Diego, CA*

**Credit Card Forum VIII**  
April 30-May 3, *San Diego, CA*

**Home Banking Forum III**  
May 9-10, *Dallas, TX*

**Corporate Card Conference '96**  
June 13-14, *San Francisco, CA*

**Card Security Conference '96**  
June 13-14, *Toronto, Canada*

**POS Today IX**  
October 3-4, *Chicago, IL*

**Credit Card Collections**  
October 7-8, *New Orleans, LA*

**Credit Card Marketing Conference '96**  
November 11-13, *New York, NY*

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# DEBIT CARD DIRECTORY Statistical Tabulations

## Comparing Debit With Credit

(transactions and cards in millions)

Year	Annual Transactions		Cards	
	Credit	Debit	Credit	Debit
1995	7,458*	9,689	439.8*	211.0
1994	6,560	8,454	383.0	207.5
1993	5,880	8,135	325.0	206.1
1992	5,120	7,537	312.5	204.7
1991	4,620	6,642	299.2	200.3
1990	4,750	5,942	286.7	191.4
1989	4,440	5,274	262.0	183.9
1988	3,670	4,581	246.8	170.9
1987	3,150	4,108	225.8	152.0
1986	2,930	3,661	198.7	140.0

\*BNN estimate.

Source: Bank Network News. The credit card totals include Visa, MasterCard, American Express and Discover. 1994 figures were revised.

## MasterCard and Visa Off-Line Debit Growth

(in millions, except issuers)

Year	MasterCard			
	Cards	Transactions	Value	Issuers
1995	5.8	42.1	\$1,668	665
1994	4.7	37.3	2,427	N/A
1993	3.0	40.3	1,764	N/A
1992	2.3	26.4	1,188	N/A
1991	1.7	18.5	835	N/A
1990	1.4	14.5	660	N/A

Year	Visa			
	Cards	Transactions	Value	Issuers
1995	25.1	303	\$13.5	1,808
1994	20.7	415	19.8	1,409
1993	15.0	239	12.4	984
1992	11.3	170	10.6	830
1991	9.5	137	8.60	720
1990	7.6	113	7.50	673

Source: Debit Card News

## ACH Transactions: 1989-1995

(in millions of transactions per year)

	Private	Government	Total
1995*	2,300	610	2,910
1994	1,947	574	2,521
1993	1,662	554	2,216
1992	1,393	526	1,919
1991	1,193	521	1,714
1990	1,030	519	1,549
1989	856	470	1,326

\*Projection.

Source: National Automated Clearing House Association, Federal Reserve Board

## Monthly Transactions Per ATM

	Per ATM	Terminals	Transactions*
1995	6,580	122,706	807.4
1994	6,459	109,080	704.5
1993	6,772	94,822	642.1
1992	6,876	87,330	600.5
1991	6,403	83,545	534.9
1990	5,980	80,156	479.3
1989	5,638	75,632	426.4
1988	5,151	72,492	373.4
1987	4,962	68,000	337.4
1986	4,720	64,000	302.1
1985	4,951	60,000	297.1
1984	4,745	55,000	261.0
1983	5,000	40,000	200.0

\*Transactions in millions. Figures based on September data. 1994 statistics were revised.

Source: Bank Network News

## Monthly EFT Transactions

(in millions)

	1995	1994	%Growth
ATMs	807.4	704.5	14.6
POS	64.6	47.2	36.9
Total EFT	872.0	751.7	16.0

\*Includes an estimated 4.0 million ACH-POS transactions for each year.

Source: Bank Network News survey of U.S. network transactions for September 1995. 1994 figures were revised. All figures eliminate duplication.



# DEBIT CARD DIRECTORY Statistical Tabulations

## Annual EFT Volume In The U.S.

(in millions)

Year	Total Volume	ATM Volume	POS Volume
1995	10,464	9,689	775.2
1994	8,958	8,334	566.4*
1993	8,135	7,705	429.6
1992	7,537	7,206	289.2
1991	6,642	6,418	223.2
1990	5,942	5,751	190.8
1989	5,274	5,116	157.2
1988	4,581	4,480	92.4

Source: Bank Network News, September data

\*Restated to account for overcounted transactions reported by networks.

## The Fastest Growing Networks by Terminals and Transactions

	By Terminals		
	1995	1994	Growth
<b>Magic Line</b>	49,015	6,100	704%
<b>Money/HandiBank</b>	2,980	1,212	146
<b>Honor</b>	38,873	20,227	92
<b>Money Station</b>	6,942	3,780	84
<b>Pulse</b>	25,000	13,700	82
<b>Interlink</b>	211,200	116,000	82
<b>EFTI</b>	6,482	4,041	60
<b>Jeanie</b>	11,941	7,727	55
<b>Most</b>	54,000	35,040	54
<b>Alaska Option</b>	1,030	680	51

## Monthly Switch Volume Growth

Total	EFT Volume	Switch Volume
1995	872,000,000	460,000,000*
1994	746,500,000	387,864,453
1993	677,900,000	344,396,258
1992	628,100,000	295,056,942
1991	553,500,000	284,697,542

\*Includes an estimated 60 million on-us transactions, or 15% of the total switch volume, that occur on machines driven by network switches. A similar percentage can be applied to previous years. Figures are for September of each year.

Source: Bank Network News

## By Monthly Transactions

	1995	1994	Growth
<b>NYCE</b>	3,276,258	1,114,297	194%
<b>Money Station</b>	540,829	278,285	94
<b>Jeanie</b>	274,000	146,000	88
<b>Magic Line</b>	726,198	410,000	77
<b>Kets</b>	56,328	32,532	73
<b>EFTI</b>	82,089	49,025	67
<b>Instant Teller</b>	500,000	300,000	67
<b>Pulse</b>	2,624,639	1,617,882	62
<b>Explore</b>	8,800,000	5,500,000	60
<b>Most</b>	4,800,000	3,040,000	58

Source: Debit Card News

## U.S. ATM Growth: 1985-1995

	Total ATMs	Shared Terminals	Proprietary Terminals	Percent Shared
1995	122,706	122,606	100	100%
1994	109,080	108,980	100	99
1993	94,822	92,571	2,251	98
1992	87,330	84,713	2,617	97
1991	83,545	79,559	3,986	95
1990	80,156	75,296	4,860	94
1989	75,632	70,116	5,516	92
1988	72,492	65,062	7,430	90
1987	68,000	55,000	13,000	81
1986	64,000	48,580	15,420	76
1985	60,000	35,500	24,500	59

Source: Bank Network News; Bank Administration Institute

## The Top 5 Acquirer Institutions

(in thousands)

	Monthly Transactions		Terminals	
	1995	1994	1995	1994
<b>1. BankAmerica</b>	8,000	6,600	60.0	10.5
<b>2. First Interstate</b>	4,250	2,978	7.2	5.0
<b>3. Wells Fargo</b>	3,400	3,150	8.4	7.9
<b>4. EFS National Bank</b>	3,000	NA	41.0	NA
<b>5. Mellon Bank</b>	1,300	888	NA	NA

Source: Debit Card News

# DEBIT CARD DIRECTORY Statistical Tabulations

## Transaction Activity Through The Top Shared Network Switches

Network	Transaction Growth		Rate
	1995	1994	
1. MAC	84,500,000	69,073,302	22%
2. Star System	35,728,858	28,768,028	24%
3. Honor	33,640,889	28,803,987	17%
4. NYCE	31,578,605	22,054,700	43%
5. Most	19,125,100	17,206,044	11%
6. Pulse	15,000,000	9,958,045	51%
7. XPress24	14,283,454	13,015,342	10%
8. Instant Cash	14,182,000	11,557,000	23%
9. The Exchange	13,212,517	9,958,000	33%
10. Magic Line	9,296,000	7,910,000	18%
11. Jeanie	8,948,000	8,601,000	4%
12. Service Card System	8,923,000	7,950,000	12%
13. Cash Station	8,668,308	7,652,398	13%
14. The CO-OP	8,598,290	6,632,935	30%
15. Presto	8,500,000	7,500,000	13%
16. Shazam	7,874,818	6,766,036	16%
17. MPACT	7,300,000	7,300,000	0%
18. Tyme	6,350,610	5,773,282	10%
19. MoneyMaker	5,691,305	5,548,584	3%
20. Fastbank	5,199,000	5,900,000	-12%
21. Express Teller	4,590,000	3,010,000	52%
22. Peak	4,375,098	3,137,838	39%
23. BankMate	4,081,686	3,782,283	8%
24. NetWorks	3,770,021	3,007,661	25%
25. Instant Teller	3,640,000	3,640,000	0%
26. EFTI*	3,100,000	3,091,247	0%
27. TX	2,640,184	2,230,417	18%
28. GulfNet	2,548,152	2,086,191	22%
29. TransFund	2,477,148	1,972,000	26%
30. Money Belt	2,315,000	2,102,670	10%
31. Money Station	1,989,361	2,655,959	-25%
32. Alert	1,839,492	1,500,310	23%
33. Bankmate (NM)	1,734,992	1,654,891	5%
34. SC 24	1,636,200	1,039,000	57%
35. VIA	1,630,538	1,539,599	6%
36. Bank of Hawaii	1,404,622	1,308,777	7%
37. Money Center 24	977,648	870,176	12%
38. Alaska Option	961,950	873,773	10%
39. 24-Hour Teller	900,000	700,000	29%
40. Ultra	850,000	650,000	31%
41. Award	730,403	677,489	8%
42. ChecOKard	695,148	733,111	-5%
43. Credit Union 24	680,000	1,074,236	-37%
44. Universal Money	625,093	452,672	38%
45. Minibank	597,544	784,540	-24%
46. HandiBank/Money	525,000	525,000	0%
47. KETS	450,000	521,834	-14%
48. 24-Hour Access	436,805	NA	NA
49. Express Banking	352,890	346,620	2%
50. Annie	343,071	300,000	14%
<b>All EFT Networks</b>	<b>399,492,800</b>	<b>334,196,977</b>	<b>20%</b>

Note: September Data

Source: Bank Network News

## How National Networks Compare

### ATM Networks

	U.S. ATMs	Cards (millions)	Monthly Volume (thousands)		Foreign ATMs
			1995	1994	
Cirrus	104,000	475.0	32,000	25,000	148,000
Discover	86,000	42.6	NA	NA	NA
The Exchange	20,000	58.0	2,100	2,400	433
Express Cash	100,000*	9.0*	NA	NA	60,000*
Visa/Plus	99,801	560.0	48,000	35,000	150,259

### POS Networks

	Terminals	Cards (millions)	Transactions	
			1994	1993
Interlink	289,090	30.0	16,500,000	13,700,000
Maestro	184,776	13.3	NA	NA

Note: ATM volume includes U.S. and foreign transactions. Plus and Cirrus U.S. ATM counts include duality and their cards include Visa and MasterCard credit cards accepted in ATMs. \*BNN estimate

## The National Networks

### Cirrus System Inc.

2000 Purchase Street, Purchase, NY 10577 914-249-2000  
**Owner:** MasterCard  
**Director:** G. Henry Mundt, President

### Discover

2500 Lake Cook Rd., Riverwoods, IL 60015 708-405-0900  
**Owner:** Dean Witter, Discover & Co.  
**Director:** Linda Frédricksen, Network Director

### The Exchange

250 Johnson Road, Morris Plains, NJ 07950 201-490-3000  
**Owner:** EDS  
**Director:** Bill Duncan, Executive Director

### Express Cash

1661 E. Camelback Rd., Phoenix, AZ 85016 602-234-7237  
**Owner:** American Express  
**Director:** Michele Arrandale, Director of Sales

### Interlink

P.O. Box 9760, San Francisco, CA 94128 415-432-2026  
**Owner:** Visa USA  
**Director:** Peter B. Gustafson, President

### Maestro

888 Seventh Avenue, New York, NY 10106 212-649-4600  
**Owner:** MasterCard International  
**Director:** Alan Heur, President, U.S. Region

### Visa/Plus Network

6400 Fiddlers Green Circle, Englewood, CO 80111  
 303-486-7587  
**Owner:** Visa  
**Director:** Denny D. Dumler, President

# DEBIT CARD DIRECTORY **Statistical Tabulations**

## How Shared Network Pricing Varies

	SWITCH FEES				Membership Fee	Monthly/Annual Fee	Monthly ATM Diving Fee
	1994 ATM	1993 ATM	1994 POS	1993 POS			
<b>Star System</b>	3.5-8c	3.5-8c	2.5/2.5c	2.5/2.5c	\$1,500-2,500	\$1,000-2,250 Annual	NA
<b>MAC</b>	5-25	5-25	5-10/4.5	5-10/4.5	5,000-25,000	0	\$125-175
<b>NYCE</b>	6-13	6-13	4/4	4/4	0-20,000	0	75
<b>Honor</b>	2-10	2-10	3/3	3/3	2,000-25,000	2,000-125,000 Annual	NA
<b>Most</b>	3.5-14	3.5-14	4/4	4/4	600-100,000	0	75-90
<b>Pulse</b>	5.5	6	2/3	3/3	200	0	NA
<b>Money Station</b>	4.25-15	4.5-15	5/0	5/0	7,500	2,000 Monthly	NA
<b>BankMate</b>	10	10	6/0	6/0	100	0	50 Minimum
<b>Cash Station</b>	6.5-8.8	6.5-8.8	6/10	6/10	0	0	NA
<b>Shazam</b>	5-9	5-9	5/0	5/0	500-2,500	0	150-250
<b>GulfNet</b>	8	15	0/8	NA	0	500 Annual	NA
<b>MPACT</b>	6-10	6-10	10/0	10/0	0	0	100-200
<b>MoneyMaker</b>	5	5	5/0	5/0	0	0	08/transaction
<b>Instant Cash</b>	8-14	8-14	NA	NA	NA	150 Monthly	175(200/1st ATM)
<b>Tyme</b>	7	6-10	6-8/0	6-8/0	2	0	0
<b>NetWorks</b>	6	6	0/5	0/3	500-40,000	0	175
<b>Instant Teller</b>	10	10	15/0	15/0	0	100	0
<b>Alert</b>	8	8	4/4	4/4	2	0	NA
<b>EFT Illinois</b>	3.6-8.5	2.6-8.6	3.6/4	NA	2,500	50	7.5
<b>TX</b>	6-18	6-18	10/0	15/0	1,500	500/Annual and 100/Monthly	NA
<b>The Coop</b>	5-20	5-20	4-10/0	4-10/0	0	0	NA
<b>Money Belt</b>	15	15	NA	NA	500	50 Monthly	0
<b>Alaska Option</b>	8-16	8-19	2/3.5	2/3.5	\$1 per card	100-600 Monthly or account	0
<b>CheckOKard</b>	10	10	NA	NA	500	0	100-300
<b>National Networks</b>							
<b>Cirrus</b>	4-8	4-8	NA	NA	0-25,000	50-500 Monthly	NA
<b>Plus</b>	5	5	NA	NA	0-25,000	50-500 Monthly	NA

Note: Some switch fees feature bundled pricing. Many networks split the POS switch fee. In the POS switch fee column, the amount before the slash is what the issuer pays and the amount after the slash is what the acquirer pays. 1Yankee 24 refunds 2 cents of its ATM switch fee. 2Tyme's fee is \$80 per million in retained deposits and Alert's is \$30 per million in deposits.

Source: Bank Network News



# DEBIT CARD DIRECTORY **Statistical Tabulations**

## How Customer Fees Vary Among Banks

Bank	Check		Proprietary ATM		Foreign ATM		Point of Sale	
	1995	1994	1995	1994	1995	1994	1995	1994
BankAmerica	varies	varies	0	0	\$2	\$2	0-\$1*	0-\$1*
Wells Fargo	0	0	0	0	2	1.50-3	0	0
First Interstate	varies	varies	0	0	1-2	1-2	0-10	0-10
NationsBank	varies	varies	0	0	1-1.50	1-1.50	0-25	0
Citicorp	varies	varies	0	0-35	1	1	0	0
Banc One	varies	varies	0	0	1-2	1-2	0	0
Chemical Bank	varies	varies	0-\$50	0-\$50	1	1	.50	.50
First Union	0	0	0	0	0-1.50	0-1.25	0	0
KeyCorp	\$10-.15	varies	0-15	varies	.50-1	.50-1	0-50	0-50
Norwest	0	0	0	0	.50-1.50	.50-1.50	.25	NA
Great Western	0	0	0	0	.50-2	.50-1.25	0	0
Barnett Banks	0-.75	0-\$75	0	0	1.25	1.25	0	0
Wachovia	.35	.35	0-35	0-35	1.50	1.25	0-30	0
Chase Manhattan	0-.75	0-25	0-.75	0-25	0-1.50	0-1	0-75	0-25
Fifth Third	varies	varies	0	0	.75	.75	0	0
Fleet Financial	varies	varies	0	0	1.50	1.50	1*	1*
NBD	0-.40	0-40	0-40	0-40	1.50	1.25	.40	.40
National City	0-25	0-25	0-10	0-10	50-1.50	50-1.50	0	0
PNC Financial	varies	varies	0	0	50-2	50-2	0	0
BayBanks	0	0	0	0	2	2	0-25	0-25
Bank of Hawaii	4.6*	4.6*	0	0	1	1	.50*	.50*
First Chicago	0	15	0	0			0	0
Boatmen's	0	0	0	0	1-2	.75-1.25	0-25	0-25
First Federal	varies	varies	0	0	50-1	50-1	0	0
Astoria Federal	0	0	0	0	1	1	0	0
Harris Trust	0	0	0	0	1	1	0	0
Liberty Bank & Trust	0	0	0	0	1	.50	0	0
First New Hampshire	varies	varies	0	0	1	1	0	0
Hibernia	varies	varies	0	0	0-1.50	0-1.50	0	0
Riggs National	varies	varies	0	0	1-25	1-25	.50	.50
Trustmark	varies	varies	0	0	1	.75	0	0
Zions	varies	varies	0	0	1.50	1.25	0	0
Glendale Federal	varies	varies	0	0	1	1	0-20	0-20
People's Bank	varies	varies	0-30	0-30	1	1	0-30	0-30
West One	6.95*	6.95*	0-1	0-1	.65-1.25	.65-1.25	0	0
Meridian	varies	varies	0	0	0-90	0	0	0

Source: Debit Card News. Some fees may be waived by maintaining minimum balances. \*Monthly Fee

# DEBIT CARD DIRECTORY Statistical Tabulations

## How Network Interchange Fees Compare

Regional	Withdrawal	Inquiry	Deposit	Transfer
<b>Star System</b>	\$0.45-.55	\$0.20-.25	NA	\$0.20-.25
<b>MAG</b>	.30-.34	.15	\$0.80-1.00	.15
<b>NYCE</b>	.38	.25	.70	.25
<b>Honor</b>	.40	.20	NA	.20
<b>Most</b>	.40-.42	.25-.27	1.00	.25-.27
<b>Pulse</b>	.50	.25	NA	.25
<b>Money Station</b>	.35	.35	.55	.35
<b>Jeanie</b>	.10-.30	.15	.40	.15
<b>Cash Station</b>	.44	.35	1.09	.35
<b>Shazam</b>	.21	.16	.76	.16
<b>GulfNet</b>	.50	.25	NA	.25
<b>MPACT</b>	.40-.60	20-.30	1.25	.20-.30
<b>Tyme</b>	.43	.20	.67	.20
<b>Instant Teller</b>	.50	.25	0	.25
<b>The CO-OP</b>	.50	.10	.75	.10
<b>Alert</b>	.40	.15	NA	.15
<b>EFT Illinois</b>	.50	.30	.85	.30
<b>TX</b>	.31	.26	.81	.26
<b>Money Belt</b>	.40	.15	.40	.15
<b>Alaska Option</b>	.41-.51	.20-.30	.70-.80	.20-.30
<b>CheckOKCard</b>	.30	.10	.30	.10
<b>National</b>				
<b>Cirrus</b>	.50	.25	NA	.25
<b>Plus</b>	.50	.15	NA	.15

Source: Bank Network News

### Point-of-Sale Fees Come of Age

Total	Fee	Payer
<b>Star/Explore</b>	7.5¢	Acquirer
<b>Most</b>	5.0	Acquirer
<b>Pulse</b>	5.0	Acquirer
<b>BankMate</b>	5.0	Acquirer
<b>Shazam</b>	5.0	Issuer
<b>Tyme</b>	10.0	Issuer
<b>NetWorks</b>	17.0	Acquirer
<b>GulfNet</b>	2.0	Acquirer
<b>Honor</b>	6.0	Acquirer
<b>MAG</b>	6.5	Acquirer
<b>Money Belt</b>	25.0	Issuer
<b>NYCE</b>	7.5	Acquirer

Note: 3¢ of the Honor fee goes to issuer and 3¢ goes to a network POS promotional fund. All other acquirer-paid fees go to the issuer. Issuer-paid fees go to the acquirer.

Source: Bank Network News

### The Top 10 EFT Processors

	Monthly Volume
Electronic Payment Services Inc.	153,700,000
Midwest Payment Systems	146,000,000
Deluxe Data	125,000,000
Bank of America	66,600,000
Electronic Data Systems	48,000,000
Southeast Switch Inc.	33,300,000
Wells Fargo Bank	30,700,000
InfiNet Payment Services	30,500,000
Genisar	25,800,000
M & I Data Services Inc.	22,800,000

Source: Bank Network News, May 1995 data



## POS Networks

**A**s this ranking of the largest POS networks shows, two themes dominate the world of debit cards at the point of sale. One is old, the other not so old: network consolidation (old) and the rise of regional networks east of the Rockies (new).

Time was when debit card purchases mostly took place a few miles from cardholders' homes at gas stations and groceries. Since debt activity was so locally concentrated, networks were small and seldom covered more than one or two states. And nearly all the POS traffic flowed across the western states, with California networks like Explore and Interlink leading the pack.

Now, there are fewer networks covering more territory as a result of years of mergers and acquisitions. Debit activity is still a local business, even though Visa's Interlink and MasterCard's Maestro systems have made strides in their efforts to switch transactions nationally (a solid assessment is difficult, since MasterCard persists in refusing to reveal transactions for Maestro), but today the fastest-growing POS networks lie along the East Coast and in the Midwest.

The emergence of super-regional networks stitch-

ing together once fragmentary debit card bases has induced more and more merchants to take debit. Nowhere, perhaps, has this been truer than in markets east of debit's old Washington-California-Arizona base. The most prominent example is NYCE, which once covered only New Jersey, New York, and Pennsylvania. Now, as a result of a merger in June 1994 with Yankee 24, NYCE also covers the New England states, and ranks as the fastest-growing POS system, with a 194% jump in monthly transactions. Merchants now taking NYCE cards include Mobil and A&P.

Indeed, eight of the 10 fastest-growing networks cover territory east of California. Besides NYCE, they are Money Station, Jeanie, Magic Line, Kets, EFTI, Pulse, and Most. You'll find all of them in the list that follows, which ranks networks by monthly POS transactions. Not that the West Coast is losing all its old POS momentum: Instant Teller's monthly transactions grew by 67%, and those of Explore by 60%. But clearly the eastern markets, driven by the trend toward consolidation, are catching up in a hurry.

# DEBIT CARD DIRECTORY POS Networks

## 1. Interlink

P.O. BOX 8999  
 SAN FRANCISCO CALIF. 94128-8999  
 415-432-3358

**POS Program** Interlink  
**Ownership** Visa International  
**Market** International  
**Year Debit Introduced** 1985  
**Director** Joyce Gibbons, Vice President

	1995	1994
<b>June Transactions</b>	15,800,000	13,800,000
<b>Terminals On-Line</b>	211,200	116,000

**Terminal Analysis**

<b>Supermarkets</b>	84,480
<b>Gas Stations</b>	51,840
<b>C-Stores</b>	3,200
<b>Fast Food</b>	15,360
<b>Other</b>	56,320

**Fees** 3¢  
**Who Pays** Issuer/Acquirer  
**Debit Cards Issued** 30,000,000  
**POS Capable** 100%

**Note:** Major merchants include ARCO, Mobil, Exxon, Shell, Lucky, Safeway, Burger King and Target

## 2. Explore

401 W. A STREET, #900  
 SAN DIEGO CALIF. 92101  
 619-234-4774

**POS Program** Explore  
**Ownership** 17 Members  
**Market** 12 Western and Rocky Mountain States  
**Year Debit Introduced** 1986  
**Director** Ronald Congemi, President

	1995	1994
<b>June Transactions</b>	8,800,000	5,500,000
<b>Terminals On-Line</b>	NA	NA

**Terminal Analysis**

<b>Supermarkets</b>	NA
<b>Gas Stations</b>	NA
<b>C-Stores</b>	NA
<b>Fast Food</b>	NA
<b>Other</b>	NA

**Fees** 5¢  
**Who Pays** Issuer/Acquirer  
**Debit Cards Issued** 32,300,000  
**POS Capable** 55%

**Note:** Explore is part of the Star System Inc. EFT network. Major merchants include Lucky, Albertson's, Exxon, Arco, Vons, Target and the U.S. Postal Service.

## 3. MAC

1100 CARR ROAD  
 WILMINGTON DEL. 19809  
 302-791-8000

**POS Program** MAC  
**Ownership** Electronic Payment Services  
**Market** 34 States  
**Year Debit Introduced** 1984  
**Director** John S. Beahn, Chief Marketing Officer

	1995	1994
<b>June Transactions</b>	5,700,000	3,900,000
<b>Terminals On-Line</b>	150,000	111,000

**Terminal Analysis**

<b>Supermarkets</b>	NA
<b>Gas Stations</b>	NA
<b>C-Stores</b>	NA
<b>Fast Food</b>	NA
<b>Other</b>	NA

**Fees** 2.5¢-7.5¢  
**Who Pays** Issuer  
**Debit Cards Issued** 32,000,000  
**POS Capable** 100%

**Note:** Major merchants include Mobil, Kmart, Citgo, Exxon, Safeway, Sunoco, Target and True Value.

## 4. Most

11800 SUNRISE VALLEY DRIVE  
 RESTON VA. 22091  
 703-620-1000

**POS Program** Most  
**Ownership** 26 Members  
**Market** D.C., Md., Va., Ky., Tenn., Del., Pa., W.Va., Ark., Miss., Ga., Ill., Calif., N.J., N.C., Conn. and Colo.  
**Year Debit Introduced** 1984  
**Director** David O'Connor, President

	1995	1994
<b>June Transactions</b>	4,800,000	3,040,000
<b>Terminals On-Line</b>	54,000	35,040

**Terminal Analysis**

<b>Supermarkets</b>	16,000
<b>Gas Stations</b>	25,000
<b>C-Stores</b>	1,100
<b>Fast Food</b>	1,500
<b>Other</b>	10,400

**Fees** 8¢  
**Who Pays** Issuer/Acquirer  
**Debit Cards Issued** 10,000,000  
**POS Capable** 100%

**Note:** Merchants include Mobil, Exxon, Safeway, Kroger, Weis and Acme markets. \*Includes some restaurants besides fast food.



# DEBIT CARD DIRECTORY

# POS Networks

## 5. Honor

2600 LAKE LUCIEN DRIVE, SUITE 113  
 MAITLAND FLA. 32751  
 407-875-2500

**POS Program** Honor  
**Ownership** 24 Members  
**Market** Fla., Ga., N.C., S.C., Tenn., Va., Md., D.C.  
**Year Debit Introduced** 1984  
**Director** Thomas Bennion, President

	1995	1994
<b>June Transactions</b>	4,243,078	2,707,824
<b>Terminals On-Line</b>	38,873	20,227

**Terminal Analysis**

<b>Supermarkets</b>	NA
<b>Gas Stations</b>	NA
<b>C-Stores</b>	NA
<b>Fast Food</b>	NA
<b>Other</b>	NA

**Fees** 6¢  
**Who Pays** Issuer/Acquirer  
**Debit Cards Issued** 22,500,000  
**POS Capable** 100%

**Note:** Major merchants include Mobil, Exxon, Kroger, Publix, Texaco, Shell, Target, Food Lion and Walgreens

## 6. NYCE

3 UNIVERSITY PLACE, PLAZA 24  
 HACKENSACK N.J. 7961  
 201-488-6111

**POS Program** NYCE  
**Ownership** 125 Institutions  
**Market** N.Y., N.J., Pa., and the New England states  
**Year Debit Introduced** 1989  
**Director** Richard P. Yanak, President

	1995	1994
<b>June Transactions</b>	3,276,258	1,114,297
<b>Terminals On-Line</b>	81,933	81,933

**Terminal Analysis**

<b>Supermarkets</b>	21,688
<b>Gas Stations</b>	31,985
<b>C-Stores</b>	5,600
<b>Fast Food</b>	NA
<b>Other</b>	22,670

**Fees** 8¢  
**Who Pays** Issuer/Acquirer  
**Debit Cards Issued** 27,000,000  
**POS Capable** 100%

**Note:** Major merchants include Acme, Mobil, Wegmans, A&P, Grand Union, Getty and Hannaford Bros. NYCE merged with the Yankee 24 network in June 1994.

## 7. Pulse

600 TRAVIS STREET, SUITE 4600  
 HOUSTON TEX. 77002  
 713-223-1400

**POS Program** Pulse Pay  
**Ownership** All Members  
**Market** Tex., Okla., La., N.M., Colo., Miss., Ark.  
**Year Debit Introduced** 1985  
**Director** Stan Paur, President

	1995	1994
<b>June Transactions</b>	2,624,639	1,617,882
<b>Terminals On-Line</b>	25,000	13,700

**Terminal Analysis**

<b>Supermarkets</b>	5,500
<b>Gas Stations</b>	8,500
<b>C-Stores</b>	5,000
<b>Fast Food</b>	1,000
<b>Other</b>	4,500

**Fees** 5¢  
**Who Pays** Issuer/Acquirer  
**Debit Cards Issued** 12,500,000  
**POS Capable** 100%

**Note:** Major merchants include Randall's, Exxon, Mobil, Circle K, Texaco, What-A-Burger, Wal-Mart and Target

## 8. The Exchange

15395 S.E. 30TH PLACE  
 BELLEVUE WASH. 98007  
 206-644-6644

**POS Program** Accel  
**Ownership** 31 Members  
**Market** Western United States  
**Year Debit Introduced** 1984  
**Director** Thomas M. Bass, President

	1995	1994
<b>June Transactions</b>	2,262,202	1,459,269
<b>Terminals On-Line</b>	17,017	16,348

**Terminal Analysis**

<b>Supermarkets</b>	NA
<b>Gas Stations</b>	NA
<b>C-Stores</b>	NA
<b>Fast Food</b>	NA
<b>Other</b>	NA

**Fees** 6¢  
**Who Pays** Issuer/Acquirer  
**Debit Cards Issued** 6,370,902  
**POS Capable** 89%

**Note:** Major merchants include Safeway, Associated Grocers, United Grocers, Circle K, Payless, Texas and Arco

# DEBIT CARD DIRECTORY POS Networks

## 9. X-Press 24

ONE BAYBANK TECHNOLOGY PLACE  
WALTHAM MASS. 2154  
617-788-7825

**POS Program** X-Press 24  
**Ownership** BayBank Systems Inc.  
**Market** Northeast  
**Year Debit Introduced** 1986  
**Director** Robert P. Shay, Senior Vice President

	1995	1994
<b>June Transactions</b>	761,941	557,273
<b>Terminals On-Line</b>	18,240	17,580

**Terminal Analysis**

<b>Supermarkets</b>	6,168
<b>Gas Stations</b>	12,000
<b>C-Stores</b>	72
<b>Fast Food</b>	0
<b>Other</b>	0

**Fees** NA  
**Who Pays** NA  
**Debit Cards Issued** 1,482,000  
**POS Capable** 94%

**Note:** Merchants include Mobil, Stop & Shop and Star Market.

## 10. Cash Station

225 N. MICHIGAN AVENUE, SUITE 722  
CHICAGO ILL. 60601  
312-977-1150

**POS Program** Cash Station  
**Ownership** All Members  
**Market** Ill., Ind., Mich., Wis., Mo.  
**Year Debit Introduced** 1992  
**Director** Stephen Cole, President

	1995	1994
<b>June Transactions</b>	741,000	470,000
<b>Terminals On-Line</b>	8,320	8,600

**Terminal Analysis**

<b>Supermarkets</b>	NA
<b>Gas Stations</b>	NA
<b>C-Stores</b>	NA
<b>Fast Food</b>	NA
<b>Other</b>	NA

**Fees** 16¢  
**Who Pays** Issuer/Acquirer  
**Debit Cards Issued** 4,000,000  
**POS Capable** 100%

**Note:** Major merchants include Ace Hardware, Jewel super-markets, Amoco and Mobil. Cash Station's switch fee will drop to 4¢ for issuers and 7¢ for acquirers, beginning Jan. 1.

## 11. Magic Line

5111 AUTO CLUB DRIVE, SUITE 110  
DEARBORN MICH. 98126  
313-441-0510

**POS Program** ML Pay  
**Ownership** Seven Members  
**Market** Mich., Ind., Ohio, Ky., Ill., Tenn.  
**Year Debit Introduced** 1989  
**Director** John Bascom, President

	1995	1994
<b>June Transactions</b>	726,198	410,000
<b>Terminals On-Line</b>	49,015	6,100

**Terminal Analysis**

<b>Supermarkets</b>	NA
<b>Gas Stations</b>	NA
<b>C-Stores</b>	NA
<b>Fast Food</b>	NA
<b>Other</b>	NA

**Fees** 11¢  
**Who Pays** Acquirer  
**Debit Cards Issued** 8,100,000  
**POS Capable** 100%

**Note:** Major merchants include Mobil, Meijer, Kroger, A&P, Farmer Jack, Spartan and Super Kmart stores.

## 12. Tyme

9275 N. 49TH STREET #100  
BROWN DEER WIS. 53223  
414-355-0300

**POS Program** Tyme  
**Ownership** All Members  
**Market** Wisconsin, Upper Michigan  
**Year Debit Introduced** 1984  
**Director** James Martin, President

	1995	1994
<b>June Transactions</b>	680,000	463,200
<b>Terminals On-Line</b>	4,500	3,000

**Terminal Analysis**

<b>Supermarkets</b>	3,200
<b>Gas Stations</b>	750
<b>C-Stores</b>	15
<b>Fast Food</b>	10
<b>Other</b>	525

**Fees** 6¢  
**Who Pays** Issuer  
**Debit Cards Issued** 3,250,000  
**POS Capable** 98%

**Note:** Major merchants include Target, Sentry Stores, Kwik Trip, Mobil, Kohl's Food Stores and the U.S. Postal Service.



# DEBIT CARD DIRECTORY POS Networks

## 13. Money Station

1395 E. DUBLIN-GRANVILLE ROAD  
COLUMBUS OHIO 43229  
614-846-7461

**POS Program** Money Station  
**Ownership** Seven Members  
**Market** Ohio, Ind., Ky., Mich., Pa.  
**Year Debit Introduced** 1986  
**Director** Edward Gough, President

	1995	1994
<b>June Transactions</b>	540,829	278,285
<b>Terminals On-Line</b>	6,942	3,780
<b>Terminal Analysis</b>		
<b>Supermarkets</b>	6,719	
<b>Gas Stations</b>	17	
<b>C-Stores</b>	8	
<b>Fast Food</b>	0	
<b>Other</b>	738	

**Fees** NA  
**Who Pays** NA  
**Debit Cards Issued** 4,818,122  
**POS Capable** 100%

**Note:** Major merchants include Kroger, Meijer, Giant Eagle, Marsh Stores, Finast and Heinars.

## 14. Instant Teller

2121 PARK PLACE, SUITE 200  
EL SEGUNDO CALIF. 90245  
310-335-8200

**POS Program** Instant Teller  
**Ownership** Electronic Data Systems  
**Market** Western U.S.  
**Year Debit Introduced** 1985  
**Director** Steven Johnson, Executive Director

	1995	1994
<b>June Transactions</b>	500,000	300,000
<b>Terminals On-Line</b>	10,000	NA
<b>Terminal Analysis</b>		
<b>Supermarkets</b>	NA	
<b>Gas Stations</b>	NA	
<b>C-Stores</b>	NA	
<b>Fast Food</b>	NA	
<b>Other</b>	NA	

**Fees** 6¢  
**Who Pays** Issuer  
**Debit Cards Issued** 3,500,000  
**POS Capable** 100%

**Note:** Merchants include Arco, Mobil and Vons supermarkets. The terminals also are in the Interlink and Explore programs.

## 15. BankMate (Missouri)

220 S. JEFFERSON AVENUE  
ST. LOUIS MO. 63103  
314-982-8418

**POS Program** BankMate  
**Ownership** MasterCard  
**Market** Mo., Kan., Ill., Ky., Okla., Tenn., Ark.  
**Year Debit Introduced** 1987  
**Director** James Eisenbath, President

	1995	1994
<b>June Transactions</b>	490,999	344,938
<b>Terminals On-Line</b>	4,628	3,674
<b>Terminal Analysis</b>		
<b>Supermarkets</b>	NA	
<b>Gas Stations</b>	NA	
<b>C-Stores</b>	NA	
<b>Fast Food</b>	NA	
<b>Other</b>	NA	

**Fees** 5¢  
**Who Pays** Acquirer  
**Debit Cards Issued** 3,800,000  
**POS Capable** 100%

**Note:** Major merchants include Dierbergs, Schnucks and Shop 'N' Save supermarkets, and Mobil stations.

## 16. Shazam

6700 PIONEER PARKWAY  
JOHNSTON IOWA 50131  
518-288-2828

**POS Program** Shazam  
**Ownership** All Members  
**Market** Iowa, Ill., Mo., Minn., Ark., Kan.  
**Year Debit Introduced** 1981  
**Director** Dale A. Dooley, President

	1995	1994
<b>June Transactions</b>	454,869	399,282
<b>Terminals On-Line</b>	1,984	1,412
<b>Terminal Analysis</b>		
<b>Supermarkets</b>	1,984	
<b>Gas Stations</b>	77	
<b>C-Stores</b>	197	
<b>Fast Food</b>	3	
<b>Other</b>	117	

**Fees** 5¢  
**Who Pays** Issuer  
**Debit Cards Issued** 2,000,000  
**POS Capable** 100%

**Note:** Major merchants include HyVee, Dahl's, Eagle and Econo Foods supermarkets, Casey's convenience stores and Amoco gasoline stations.

# DEBIT CARD

# DIRECTORY

# POS Networks

## 17. GulfNet

2250 E. GAUSE BOULEVARD, SUITE 304  
SLIDELL LA. 70461  
504-643-0300

**POS Program** GulfNet  
**Ownership** 20 Members  
**Market** La., Miss., Tex., Ark., Tenn.  
**Year Debit Introduced** 1994  
**Director** Del Tonguette, President

	1995	1994
<b>June Transactions</b>	283,107	NA
<b>Terminals On-Line</b>	1,300	NA
<b>Terminal Analysis</b>		
<b>Supermarkets</b>	NA	
<b>Gas Stations</b>	NA	
<b>C-Stores</b>	NA	
<b>Fast Food</b>	NA	
<b>Other</b>	NA	

**Fees** NA  
**Who Pays** NA  
**Debit Cards Issued** 5,200,000  
**POS Capable** 100%

**Note:** Major merchants include Schwegmann Giant Super Markets, A&P, Piggly Wiggly, Brookshire Brothers and Jitney Jungle.

## 18. Jeanie

38 FOUNTAIN SQUARE PLAZA  
CINCINNATI OHIO 45263  
513-579-5447

**POS Program** Jeanie  
**Ownership** Midwest Payment Systems  
**Market** Ohio, Kentucky, Indiana, Florida  
**Year Debit Introduced** 1990  
**Director** Jim Hudepohl, Senior Vice President

	1995	1994
<b>June Transactions</b>	274,000	146,000
<b>Terminals On-Line</b>	11,941	7,727
<b>Terminal Analysis</b>		
<b>Supermarkets</b>	11,593	
<b>Gas Stations</b>	0	
<b>C-Stores</b>	66	
<b>Fast Food</b>	0	
<b>Other</b>	282	

**Fees** 10¢  
**Who Pays** Issuer  
**Debit Cards Issued** 3,648,000  
**POS Capable** 100%

**Note:** Merchants include Finast Foods, Kroger and Ameristop Food Stores.

## 19. BankMate (New Mexico)

P.O. BOX 3050  
ALBUQUERQUE N.M. 87190  
505-282-2261

**POS Program** BankMate  
**Ownership** Sunwest Bank  
**Market** New Mexico  
**Year Debit Introduced** 1990  
**Director** Craig Hall, Vice President

	1995	1994
<b>June Transactions</b>	205,203	144,211
<b>Terminals On-Line</b>	4,104	3,230
<b>Terminal Analysis</b>		
<b>Supermarkets</b>	NA	
<b>Gas Stations</b>	NA	
<b>C-Stores</b>	NA	
<b>Fast Food</b>	NA	
<b>Other</b>	NA	

**Fees** 6¢  
**Who Pays** Issuer/Acquirer  
**Debit Cards Issued** 475,584  
**POS Capable** 100%

**Note:** Major merchants include 7-Eleven, Circle K, Blakes restaurants, Petro Oil and Roberts Oil.

## 20. MPACT

5400 LEGACY DRIVE  
PLANO TEXAS 75252  
800-356-7228

**POS Program** MPACT  
**Ownership** Electronic Data Systems  
**Market** Continental U.S. and Hawaii  
**Year Debit Introduced** 1985  
**Director** Laticia Shaw, Vice President

	1995	1994
<b>June Transactions</b>	200,000	175,000
<b>Terminals On-Line</b>	3,000	2,600
<b>Terminal Analysis</b>		
<b>Supermarkets</b>	NA	
<b>Gas Stations</b>	NA	
<b>C-Stores</b>	NA	
<b>Fast Food</b>	NA	
<b>Other</b>	NA	

**Fees** 9¢  
**Who Pays** Issuer  
**Debit Cards Issued** 2,600,000  
**POS Capable** 100%

**Note:** Major merchants include Mobil, Exxon and Clark Oil.



# DEBIT CARD DIRECTORY POS Networks

## 21. Alert

600 VESTAVIA PARKWAY, SUITE 300  
BIRMINGHAM ALA. 35216  
205-978-4881

**POS Program** Alert  
**Ownership** Eight Members  
**Market** Alabama  
**Year Debit Introduced** 1987  
**Director** Ronald A. Freiwald, President

	1995	1994
<b>June Transactions</b>	196,172	282
<b>Terminals On-Line</b>	3,615	9
<b>Terminal Analysis</b>		
<b>Supermarkets</b>	546	
<b>Gas Stations</b>	8	
<b>C-Stores</b>	6	
<b>Fast Food</b>	0	
<b>Other</b>	86	

**Fees** 8¢  
**Who Pays** Issuer/Acquirer  
**Debit Cards Issued** 2,661,000  
**POS Capable** 100%

**Note:** Merchants include Auburn University

## 22. Money/Handibank

P.O. BOX 1305  
ALBUQUERQUE N.M. 87103  
505-245-0331

**POS Program** Money/Handibank  
**Ownership** First Security Corp.  
**Market** New Mexico  
**Year Debit Introduced** 1989  
**Director** Sandra Peterson, Vice President

	1995	1994
<b>June Transactions</b>	186,165	137,000
<b>Terminals On-Line</b>	2,980	1,212
<b>Terminal Analysis</b>		
<b>Supermarkets</b>	NA	
<b>Gas Stations</b>	NA	
<b>C-Stores</b>	NA	
<b>Fast Food</b>	NA	
<b>Other</b>	NA	

**Fees** NA  
**Who Pays** NA  
**Debit Cards Issued** 952,068  
**POS Capable** 100%

**Note:** Major merchants include Smith's and Furr's grocery stores.

## 23. Alaska Option

P.O. BOX 196233  
ANCHORAGE ALASKA 99519  
907-786-2951

**POS Program** Alaska Option  
**Ownership** Eight Members  
**Market** Alaska  
**Year Debit Introduced** 1987  
**Director** Richard D. Barnhart, President

	1995	1994
<b>June Transactions</b>	164,115	138,117
<b>Terminals On-Line</b>	1,030	680
<b>Terminal Analysis</b>		
<b>Supermarkets</b>	488	
<b>Gas Stations</b>	43	
<b>C-Stores</b>	46	
<b>Fast Food</b>	20	
<b>Other</b>	433	

**Fees** NA  
**Who Pays** NA  
**Debit Cards Issued** 302,143  
**POS Capable** 98%

**Note:** Major merchants include Carr's Quality Centers, McDonald's, Pizza Hut, 7-Eleven and Safeway.

## 24. EFTI

351 EXECUTIVE PARKWAY, SUITE 24  
ROCKFORD ILL. 61107  
815-229-8400

**POS Program** EFT Illinois  
**Ownership** All Members  
**Market** Ill., Ind., Ohio, Mich., Mo., Ala. Ky., Fla.  
**Year Debit Introduced** 1985  
**Director** Mark Horwedel, President

	1995	1994
<b>June Transactions</b>	82,089	49,025
<b>Terminals On-Line</b>	6,482	4,041
<b>Terminal Analysis</b>		
<b>Supermarkets</b>	NA	
<b>Gas Stations</b>	NA	
<b>C-Stores</b>	NA	
<b>Fast Food</b>	NA	
<b>Other</b>	NA	

**Fees** NA  
**Who Pays** NA  
**Debit Cards Issued** 2,300,000  
**POS Capable** 100%

**Note:** Major merchants include Jewel, Schnucks, Meijers Superstore and Cub Foods.

# DEBIT CARD DIRECTORY

# POS Networks

## 25. Express Teller

801 MARGUETTE AVENUE  
MINNEAPOLIS MINN. 55402  
612-661-6706

**POS Program** Express Teller  
**Ownership** TCF Bank  
**Market** Minnesota  
**Year Debit Introduced** 1994  
**Director** Daniel Engel, Vice President

	1995	1994
<b>June Transactions</b>	45,000	NA
<b>Terminals On-Line</b>	400	NA
<b>Terminal Analysis</b>		
<b>Supermarkets</b>	400	
<b>Gas Stations</b>	0	
<b>C-Stores</b>	0	
<b>Fast Food</b>	0	
<b>Other</b>	0	
<b>Fees</b> 5¢		
<b>Who Pays</b> Acquirer		
<b>Debit Cards Issued</b> 750,000		
<b>POS Capable</b> 75%		

**Note:** Terminals are in Cub Food stores.

## 26. Kets

1919 N. AMIDON, SUITE 120  
WICHITA KAN. 67203  
316-838-4496

**POS Program** Checkless Checking  
**Ownership** All Members  
**Market** Kansas, Oklahoma and Missouri  
**Year Debit Introduced** 1992  
**Director** Richard C. Schopf, President

	1995	1994
<b>June Transactions</b>	56,328	32,532
<b>Terminals On-Line</b>	1,300	912
<b>Terminal Analysis</b>		
<b>Supermarkets</b>	1,250	
<b>Gas Stations</b>	2	
<b>C-Stores</b>	4	
<b>Fast Food</b>	0	
<b>Other</b>	44	
<b>Fees</b> NA		
<b>Who Pays</b> Issuer/Acquirer		
<b>Debit Cards Issued</b> 231,020		
<b>POS Capable</b> 100%		

**Note:** Major merchants include Dillons, Food-4-Les, Jubilee and Men House

## 27. Maestro

2000 PURCHASE STREET  
PURCHASE N.Y. 10577  
914-249-2000

**POS Program** Maestro  
**Ownership** MasterCard International  
**Market** International  
**Year Debit Introduced** 1992  
**Director** Alan J. Heuer, President, U.S. Region

	1995	1994
<b>June Transactions</b>	NA	NA
<b>Terminals On-Line</b>	141,000	60,000
<b>Terminal Analysis</b>		
<b>Supermarkets</b>	NA	
<b>Gas Stations</b>	NA	
<b>C-Stores</b>	NA	
<b>Fast Food</b>	NA	
<b>Other</b>	NA	
<b>Fees</b> 6¢		
<b>Who Pays</b> Issuer/Acquirer		
<b>Debit Cards Issued</b> 13,100,000		
<b>POS Capable</b> 100%		

**Note:** Merchants include Arco, Shell, Mobil, Wal-Mart, U.S. Postal Service, Payless Drugs, Target, True Value Hardware, Urban Outfitters, Ikea and Circle K.



## EFT Networks

**H**ere are many of the same networks from Chapter Two, now ranked according to total transaction volume for September 1995. This ranking thus includes automated-teller transactions as well as payments at the point of sale, with data on terminals by type—ATM or POS, including how many ATMs are installed off bank premises in stores, malls, etc.—and a breakdown of transactions into those on ATMs and those on POS terminals. Ranked are the 50 largest regional systems.

More than any other, this ranking underscores the value of network brands. The top-line, total transaction number includes all transactions (deposits, withdrawals, transfers, payments, and balance inquiries) performed on machines hooked into the network, not just those passing through the network's data center. Hence, this number captures the real strength of the network, more so than the number of data-center transactions (shown in the "switch" line in the transaction analysis).

Another litmus-test indicator of the network's performance is the interchange percentage, shown in the transaction analysis. This is the portion of total volume stemming from cardholders' use of terminals belonging to banks other than their own. Banks' fees for so-called foreign transactions influence interchange, of course, but the number does give a clear indication of the extent to which cardholders recognize network marks.

This ranking remains relatively stable from year to year, but there are a number of networks to watch, even among the giants. In 1993, number-one Star System became the first network to break the 100-million barrier in monthly transactions, and it remains comfortably in first place. But this year, NYCE and MAC joined that exclusive club, with NYCE displacing MAC as number two. And don't neglect Cash Station, whose sizzling 75% growth rate was enough to vault it fully six places into the top 10.

# DEBIT CARD DIRECTORY EFT Networks

## 1. Star System

401 WEST A STREET, SUITE 900  
SAN DIEGO, CA 92101  
619-234-4774

	1995	1994
<b>Monthly Transactions</b>	156,566,956	123,833,660
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	20,751	16,602
<b>Off-Premise</b>	6,045	3,542
<b>POS Devices</b>	177,150	115,305
<b>All Terminals</b>	197,901	131,909
<b>Transaction Analysis</b>		
<b>ATMs</b>	146,647,389	116,707,260
<b>POS</b>	9,919,576	7,126,400
<b>Switch</b>	35,728,858	28,768,028
<b>Interchange</b>	23%	23%
<b>Per ATM</b>	7,067	7,028
<b>Network Cards</b>	32,480,042	29,427,943

**Date Organized** September 1984

**Director** Ronald Congemi, President and CEO

**Note:** Deluxe Data Systems switches transactions.

## 2. NYCE

PLAZA 24, THREE UNIVERSITY PLAZA  
HACKENSACK, NJ 07601  
201-488-6111

	1995	1994
<b>Monthly Transactions</b>	118,653,220	95,486,071
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	16,638	13,105
<b>Off-Premise</b>	3,811	2,474
<b>POS Devices</b>	85,000	67,179
<b>All Terminals</b>	101,638	80,284
<b>Transaction Analysis</b>		
<b>ATMs</b>	115,097,672	94,286,071
<b>POS</b>	3,555,548	1,200,000
<b>Switch</b>	31,578,605	22,054,700
<b>Interchange</b>	27%	23%
<b>Per ATM</b>	6,918	7,195
<b>Network Cards</b>	28,500,000	24,713,317

**Date Organized** October 1984

**Director** Richard P. Yanak, President and CEO

**Note:** The network switches its transactions.

## 3. MAC

1100 CARR ROAD  
WILMINGTON, DE 19809  
302-791-8000

	1995	1994
<b>Monthly Transactions</b>	114,200,000	97,073,835
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	19,300	16,500
<b>Off-Premise</b>	3,470	3,000
<b>POS Devices</b>	150,000	125,000
<b>All Terminals</b>	169,300	141,500
<b>Transaction Analysis</b>		
<b>ATMs</b>	108,165,000	93,277,771
<b>POS</b>	6,035,000	3,796,064
<b>Switch</b>	84,500,000	69,073,302
<b>Interchange</b>	52%	53%
<b>Per ATM</b>	5,604	5,653
<b>Network Cards</b>	32,000,000	28,000,000

**Date Organized** September 1979

**Director** John F. Beahn, Chief Marketing Officer

**Note:** Switching is performed by EPS.

## 4. Honor

2600 LAKE LUCIEN DRIVE, SUITE 113  
MAITLAND, FL 32751  
407-875-2500

	1995	1994
<b>Monthly Transactions</b>	97,573,933	85,490,818
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	10,974	10,028
<b>Off-Premise</b>	3,547	3,250
<b>POS Devices</b>	60,801	25,271
<b>All Terminals</b>	71,775	35,299
<b>Transaction Analysis</b>		
<b>ATMs</b>	92,742,973	82,490,818
<b>POS</b>	4,830,960	3,145,590
<b>Switch</b>	33,640,889	28,803,987
<b>Interchange</b>	22%	22%
<b>Per ATM</b>	8,451	8,226
<b>Network Cards</b>	22,500,000	22,500,000

**Date Organized** October 1990

**Director** Thomas O. Bennion, President and CEO

**Note:** The network switches its transactions. It is on line to 146 processors.



# DEBIT CARD DIRECTORY EFT Networks

## 5. Most

11800 SUNRISE VALLEY DRIVE, SUITE 200  
RESTON, VA 22091  
703-620-1000

	1995	1994
<b>Monthly Transactions</b>	74,587,835	62,331,550
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	6,200	5,800
<b>Off-Premise</b>	1,365	1,210
<b>POS Devices</b>	71,100	38,135
<b>All Terminals</b>	77,300	43,935
<b>Transaction Analysis</b>		
<b>ATMs</b>	69,136,200	58,164,550
<b>POS</b>	5,451,600	4,167,000
<b>Switch</b>	19,125,100	17,206,044
<b>Interchange</b>	28%	28%
<b>Per ATM</b>	11,151	10,028
<b>Network Cards</b>	10,000,000	9,000,000

**Date Organized** July 1984

**Director** David A. O'Connor, President and CEO

**Note:** Deluxe Data Systems switches transactions. The network is on line to 93 processors.

## 6. Pulse

600 TRAVIS ST., SUITE 4600  
HOUSTON, TX 77002  
713-223-1400

	1995	1994
<b>Monthly Transactions</b>	62,435,072	52,525,359
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	9,500	7,658
<b>Off-Premise</b>	4,700*	3,500
<b>POS Devices</b>	31,686	14,158
<b>All Terminals</b>	41,186	21,816
<b>Transaction Analysis</b>		
<b>ATMs</b>	59,355,448	50,687,050
<b>POS</b>	3,079,624	1,838,309
<b>Switch</b>	15,000,000	9,958,045
<b>Interchange</b>	20%	20%
<b>Per ATM</b>	6,248	6,619
<b>Network Cards</b>	13,000,000	12,500,000

**Date Organized** July 1981

**Director** Stan Paur, President & CEO

**Note:** \*Estimate. Transactions are switched under contract with Texas Commerce Bank. Pulse is on line to 70 intercept processors.

## 7. Magic Line

5111 AUTO CLUB DRIVE, SUITE 110  
DEARBORN, MI 48126  
313-441-0510

	1995	1994
<b>Monthly Transactions</b>	39,671,000	35,850,000
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	6,000	5,500
<b>Off-Premise</b>	1,849	2,000
<b>POS Devices</b>	92,000	6,300
<b>All Terminals</b>	98,000	11,800
<b>Transaction Analysis</b>		
<b>ATMs</b>	38,885,000	35,350,000
<b>POS</b>	786,000	500,000
<b>Switch</b>	9,296,000	7,910,000
<b>Interchange</b>	24%	75%
<b>Per ATM</b>	6,480	6,427
<b>Network Cards</b>	8,200,000	8,100,000

**Date Organized** January 1979

**Director** John G. Bascom, President & CEO

**Note:** Transactions are switched by NBD Bancorp.

## 8. The Exchange

15395 SE 30 PLACE, SUITE 100  
BELLEVUE, WA 98007  
206-644-7000

	1995	1994
<b>Monthly Transactions</b>	27,386,089	23,618,944
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	3,796	3,967
<b>Off-Premise</b>	1,308	1,203
<b>POS Devices</b>	17,077	16,500
<b>All Terminals</b>	20,873	20,467
<b>Transaction Analysis</b>		
<b>ATMs</b>	25,000,000	22,000,000
<b>POS</b>	2,386,089	1,618,944
<b>Switch</b>	13,212,517	9,958,000
<b>Interchange</b>	40%	40%
<b>Per ATM</b>	6,586	5,545
<b>Network Cards</b>	7,378,989	6,100,000

**Date Organized** June 1973

**Director** Tom Bass, President

**Note:** The network switches its transactions and drives 478 of the network's ATMs.

**DEBIT CARD DIRECTORY****EFT Networks****9. BankMate**

12115 LACKLAND ROAD  
ST. LOUIS, MO 63146  
314-523-2666

	1995	1994
<b>Monthly Transactions</b>	18,250,838	14,343,155
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	3,590	2,676
<b>Off-Premise</b>	1,100	545
<b>POS Devices</b>	6,000	3,674
<b>All Terminals</b>	9,590	6,350
<b>Transaction Analysis</b>		
<b>ATMs</b>	17,711,440	13,951,090
<b>POS</b>	539,398	392,065
<b>Switch</b>	4,081,686	3,782,283
<b>Interchange</b>	20%	20%
<b>Per ATM</b>	4,934	5,213
<b>Network Cards</b>	4,000,000	4,000,000

**Date Organized** October 1982

**Director** James B. Eisenbath, President

**Note:** MasterCard International owns MTS and operates it as a wholly owned subsidiary.

**10. Cash Station**

225 N. MICHIGAN AVENUE, SUITE 722  
CHICAGO, IL 60601-7601  
312-977-1150

	1995	1994
<b>Monthly Transactions</b>	16,560,393	9,459,202
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	3,414	2,855
<b>Off-Premise</b>	850	714
<b>POS Devices</b>	8,900	9,303
<b>All Terminals</b>	12,314	12,158
<b>Transaction Analysis</b>		
<b>ATMs</b>	15,784,170	9,459,202
<b>POS</b>	776,223	486,336
<b>Switch</b>	8,668,308	7,652,398
<b>Interchange</b>	52%	78%
<b>Per ATM</b>	4,623	3,313
<b>Network Cards</b>	4,300,000	4,000,000

**Date Organized** December 1986

**Director** Stephen S. Cole, President & CEO

**Note:** Electronic Data Systems switches transactions. ATMs are driven by 26 intercept processors.

**11. XPress24**

ONE BAYBANK TECHNOLOGY PLACE  
WALTHAM, MA 02154  
617-899-2222

	1995	1994
<b>Monthly Transactions</b>	12,746,352	12,101,272
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	1,352	1,290
<b>Off-Premise</b>	730	650
<b>POS Devices</b>	18,240	17,587
<b>All Terminals</b>	19,592	18,877
<b>Transaction Analysis</b>		
<b>ATMs</b>	11,944,405	11,537,852
<b>POS</b>	801,947	563,420
<b>Switch</b>	14,283,454	13,015,342
<b>Interchange</b>	31%	27%
<b>Per ATM</b>	8,835	8,944
<b>Network Cards</b>	1,500,411	1,493,277

**Date Organized** June 1978

**Director** Lindsey C. Lawrence, President

**Note:** The network switches transactions.

**12. Jeanie**

38 FOUNTAIN SQUARE PLAZA  
CINCINNATI, OH 45263  
513-579-5447

	1995	1994
<b>Monthly Transactions</b>	12,743,000	11,432,000
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	1,173	1,125
<b>Off-Premise</b>	290	266
<b>POS Devices</b>	12,626	8,730
<b>All Terminals</b>	13,799	9,855
<b>Transaction Analysis</b>		
<b>ATMs</b>	12,011,000	11,024,000
<b>POS</b>	732,000	408,000
<b>Switch</b>	8,948,000	8,601,000
<b>Interchange</b>	58%	63%
<b>Per ATM</b>	10,240	6,244
<b>Network Cards</b>	3,460,000	3,224,000

**Date Organized** April 1977

**Director** James J. Hudepohl, SVP

**Note:** Midwest Payment Systems switches transactions.



**DEBIT CARD DIRECTORY****EFT Networks****13. SHAZAM**

6700 PIONEER PARKWAY  
JOHNSTON, IA 50131  
515-288-2828

	1995	1994
<b>Monthly Transactions</b>	11,970,868	10,409,286
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	2,169	1,727
<b>Off-Premise</b>	983	841
<b>POS Devices</b>	2,848	1,763
<b>All Terminals</b>	5,017	3,490
<b>Transaction Analysis</b>		
<b>ATMs</b>	11,132,907	9,991,901
<b>POS</b>	837,961	417,385
<b>Switch</b>	7,874,818	6,766,036
<b>Interchange</b>	66%	65%
<b>Per ATM</b>	5,133	5,786
<b>Network Cards</b>	2,400,000	1,900,000

**Date Organized** March 1976

**Director** Dale A. Dooley, President & CEO

**Note:** The network processes debit, credit and ACH transactions and drives most of the ATM and POS terminals.

**14. GulfNet**

2250 E. GAUSE BOULEVARD, SUITE 304  
SLIDELL, LA 70461  
504-643-0300

	1995	1994
<b>Monthly Transactions</b>	11,423,119	9,862,300
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	4,153	3,258
<b>Off-Premise</b>	700	550
<b>POS Devices</b>	942	662
<b>All Terminals</b>	5,095	3,920
<b>Transaction Analysis</b>		
<b>ATMs</b>	11,342,132	9,840,000
<b>POS</b>	80,987	22,300
<b>Switch</b>	2,548,152	2,086,191
<b>Interchange</b>	70%	70%
<b>Per ATM</b>	2,731	3,020
<b>Network Cards</b>	5,200,000	5,200,000

**Date Organized** September 1986

**Director** Del Tonguette, President

**Note:** First Commerce Corp. switches transactions.

**15. SCS**

4550 S.W. MACADAM AVE. SUITE 100  
PORTLAND, OR 97201  
503-224-9110

	1995	1994
<b>Monthly Transactions</b>	11,400,000	10,600,000
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	1,930	1,876
<b>Off-Premise</b>	616	915
<b>POS Devices</b>	0	0
<b>All Terminals</b>	1,930	1,876
<b>Transaction Analysis</b>		
<b>ATMs</b>	10,200,000	9,500,000
<b>POS</b>	1,200,000	1,100,000
<b>Switch</b>	8,923,000	7,950,000
<b>Interchange</b>	78%	81%
<b>Per ATM</b>	5,285	5,064
<b>Network Cards</b>	2,580,000	2,400,000

**Date Organized** October 1976

**Director** Grant Christensen, SVP

**Note:** Fiserv switches transactions.

**16. Money Station**

1395 E. DUBLIN-GRANVILLE ROAD, SUITE 350  
COLUMBUS, OHIO 43229  
614-846-7461

	1995	1994
<b>Monthly Transactions</b>	9,444,576	12,640,000
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	4,409	4,405
<b>Off-Premise</b>	NA	NA
<b>POS Devices</b>	11,859	3,932
<b>All Terminals</b>	16,268	8,337
<b>Transaction Analysis</b>		
<b>ATMs</b>	9,239,706	12,387,200
<b>POS</b>	204,870	252,800
<b>Switch</b>	1,983,361	2,655,959
<b>Interchange</b>	21%	21%
<b>Per ATM</b>	2,096	2,812
<b>Network Cards</b>	4,483,724	9,681,060

**Date Organized** April 1983

**Director** A. Edward Gough, President

**Note:** Transactions are switched by Midwest Payment Systems. The network is on line to nine processors.

**DEBIT CARD DIRECTORY****EFT Networks****17. The CO-OP**

2350 S. GAREY AVENUE  
POMONA, CA 91766  
909-628-6044

	1995	1994
<b>Monthly Transactions</b>	8,598,290	6,632,935
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	1,003	720
<b>Off-Premise</b>	391	120
<b>POS Devices</b>	0	0
<b>All Terminals</b>	1,003	720
<b>Transaction Analysis</b>		
<b>ATMs</b>	6,966,218	5,544,041
<b>POS</b>	1,632,072	1,088,894
<b>Switch</b>	8,598,290	6,632,935
<b>Interchange</b>	81%	81%
<b>Per ATM</b>	6,945	7,700
<b>Network Cards</b>	2,900,000	1,900,000

**Date Organized** November 1981'

**Director** Robert Rose, President

**Note:** Deluxe Data Systems switches transactions.

**18. MoneyMaker**

2828 N. HASKELL  
DALLAS, TX 95204  
214-841-8120

	1995	1994
<b>Monthly Transactions</b>	8,519,817	7,926,549
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	3,902	3,545
<b>Off-Premise</b>	3,299	2,713
<b>POS Devices</b>	0	0
<b>All Terminals</b>	3,902	3,545
<b>Transaction Analysis</b>		
<b>ATMs</b>	8,276,077	7,926,549
<b>POS</b>	243,740	0
<b>Switch</b>	5,691,305	5,548,584
<b>Interchange</b>	69%	70%
<b>Per ATM</b>	2,121	2,236
<b>Network Cards</b>	1,085,613	1,550,000

**Date Organized** December 1983

**Director** Jim Stewart, Vice President

**Note:** Affiliated Computer Services switches transactions.

**19. Presto**

P.O. BOX 407  
LAKELAND, FL 33802  
813-688-1188

	1995	1994
<b>Monthly Transactions</b>	8,500,000*	7500000*
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	579	500
<b>Off-Premise</b>	579	500
<b>POS Devices</b>	8,000	7,000
<b>All Terminals</b>	7,579	7,500
<b>Transaction Analysis</b>		
<b>ATMs</b>	6,500,000	6,000,000*
<b>POS</b>	2,000,000*	1500000*
<b>Switch</b>	8,500,000*	7,500,000*
<b>Interchange</b>	100%	100%
<b>Per ATM</b>	11226*	1,200
<b>Network Cards</b>	NA	NA

**Date Organized** November 1982

**Director** Earl Andrews, Director

**Note:** \*Estimate. Publix switches transactions and drives all terminals.

**20. MPACT**

5400 LEGACY DRIVE  
PLANO, TX 75024  
813-287-0743

	1995	1994
<b>Monthly Transactions</b>	7,800,000	7,835,000
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	1,000	1,020
<b>Off-Premise</b>	475	475
<b>POS Devices</b>	3,000	2,750
<b>All Terminals</b>	4,000	4,240
<b>Transaction Analysis</b>		
<b>ATMs</b>	7,600,000	7,625,000
<b>POS</b>	200,000	210,000
<b>Switch</b>	7,300,000	7,300,000
<b>Interchange</b>	95%	95%
<b>Per ATM</b>	7,600	7,475
<b>Network Cards</b>	2,600,000	2,505,000

**Date Organized** October 1979

**Director** Jeanne Doney, Executive Director

**Note:** Electronic Data Systems switches transactions and drives all ATMs. The network also has 47 non-financial institutions as members.

**DEBIT CARD DIRECTORY****EFT Networks****21. Instant Cash**

255 SECOND AVENUE SOUTH  
MINNEAPOLIS, MN 55479  
612-667-0827

	1995	1994
<b>Monthly Transactions</b>	7,448,000	6,626,000
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	1,797	1,616
<b>Off-Premise</b>	745	NA
<b>POS Devices</b>	0	0
<b>All Terminals</b>	1,797	1,616
<b>Transaction Analysis</b>		
<b>ATMs</b>	7,448,000	6,626,000
<b>POS</b>	0	0
<b>Switch</b>	14,182,000	11,557,000
<b>Interchange</b>	NA	NA
<b>Per ATM</b>	4,145	4,100
<b>Network Cards</b>	3,500,000	2,875,000

**Date Organized** October 1977

**Director** Edward Kadletz, Managing Director

**Note:** Norwest Bank switches transactions and drives terminals.

**22. Tyme**

9275 N. 49TH STREET, SUITE 100  
BROWN DEER, WI 53223  
414-355-0300

	1995	1994
<b>Monthly Transactions</b>	7,301,784	6,898,478
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	1,483	1,286
<b>Off-Premise</b>	712	590
<b>POS Devices</b>	4,620	2,911
<b>All Terminals</b>	6,103	4,197
<b>Transaction Analysis</b>		
<b>ATMs</b>	6,595,706	6,368,494
<b>POS</b>	726,078	529,984
<b>Switch</b>	6,350,610	5,773,282
<b>Interchange</b>	85%	83%
<b>Per ATM</b>	4,448	4,952
<b>Network Cards</b>	3,000,000	3,000,000

**Date Organized** June 1975

**Director** James H. Martin, President

**Note:** Transactions are switched by Marshall & Ilsley Corp.

**23. NetWorks**

6130 S. 58TH STREET, SUITE D  
LINCOLN, NE 68516  
402-434-8200

	1995	1994
<b>Monthly Transactions</b>	6,321,011	5,979,228
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	1,394	1,175
<b>Off-Premise</b>	1,124	901
<b>POS Devices</b>	600	6
<b>All Terminals</b>	1,994	1,181
<b>Transaction Analysis</b>		
<b>ATMs</b>	5,241,011	5,971,101
<b>POS</b>	1,080,000	8,127
<b>Switch</b>	3,770,021	3,007,661
<b>Interchange</b>	17%	17%
<b>Per ATM</b>	3,760	5,081
<b>Network Cards</b>	1,240,000	1,108,000

**Date Organized** May 1975

**Director** J. John Miller, President

**Note:** The network switches transactions. The network and 5 intercept processors drive ATM and POS terminals.

**24. Alert**

600 VESTAVIA PARKWAY, SUITE 300  
BIRMINGHAM, AL 35216  
205-978-4881

	1995	1994
<b>Monthly Transactions</b>	5,871,647	4,620,131
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	1,128	845
<b>Off-Premise</b>	156	100
<b>POS Devices</b>	4,253	1,248
<b>All Terminals</b>	5,381	2,093
<b>Transaction Analysis</b>		
<b>ATMs</b>	5,658,668	4,593,480
<b>POS</b>	212,979	26,651
<b>Switch</b>	1,839,492	1,500,310
<b>Interchange</b>	29%	32%
<b>Per ATM</b>	5,017	5,436
<b>Network Cards</b>	2,750,000	2,661,000

**Date Organized** December 1985

**Director** Ronald A. Freiwald, President

**Note:** Deluxe Data Systems switches transactions. Per-ATM figure includes 261 scrip terminals.



# DEBIT CARD DIRECTORY EFT Networks

## 25. Instant Teller

2121 PARK PLACE, SUITE 200  
EL SEGUNDO, CA 90245  
510-376-2013

	1995	1994
<b>Monthly Transactions</b>	5,700,000	5,680,000
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	3,000	3,000
<b>Off-Premise</b>	1,275	1,275
<b>POS Devices</b>	10,000	6
<b>All Terminals</b>	13,000	12,000
<b>Transaction Analysis</b>		
<b>ATMs</b>	5,200,000	5,200,000
<b>POS</b>	500,000	480,000
<b>Switch</b>	3,640,000	3,640,000
<b>Interchange</b>	70%	70%
<b>Per ATM</b>	1,733	1,733
<b>Network Cards</b>	3,500,000	3,300,000

**Date Organized** January 1977

**Director** Steven Johnson, Executive Director

**Note:** Electronic Data Systems switches transactions.

## 26. EFTI

351 EXECUTIVE PARKWAY, SUITE L4  
ROCKFORD, IL 61107  
815-229-8400

	1995	1994
<b>Monthly Transactions</b>	4,500,000*	4,308,258
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	1,074	1,025
<b>Off-Premise</b>	375*	356
<b>POS Devices</b>	12,000	11,343
<b>All Terminals</b>	12,550*	12,368
<b>Transaction Analysis</b>		
<b>ATMs</b>	4,425,000*	4,252,487
<b>POS</b>	75,000*	55,771
<b>Switch</b>	3,100,000*	3,091,247
<b>Interchange</b>	58%	58%
<b>Per ATM</b>	4,215*	4,148
<b>Network Cards</b>	1,600,000	1,600,000

**Date Organized** May 1981

**Director** Mark Horwedel, President

**Note:** \*Estimate. The Tyme network switches transactions.

## 27. Fastbank

P.O. BOX 522  
MINNEAPOLIS, MN 55480  
612-973-2004

	1995	1994
<b>Monthly Transactions</b>	4,200,000	3,800,000
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	1,156	1,039
<b>Off-Premise</b>	765	680
<b>POS Devices</b>	0	0
<b>All Terminals</b>	1,156	1,039
<b>Transaction Analysis</b>		
<b>ATMs</b>	4,200,000	3,800,000
<b>POS</b>	0	0
<b>Switch</b>	5,199,000	5,900,000
<b>Interchange</b>	24%	53%
<b>Per ATM</b>	3,633	3,657
<b>Network Cards</b>	1,126,082	1,065,886

**Date Organized** September 1980

**Director** Patricia Bauer, Director

**Note:** Fastbank drives all terminals and switches transactions.

## 28. Peak

950 17TH STREET  
DENVER, CO 80202  
303-585-6000

	1995	1994
<b>Monthly Transactions</b>	4,013,098	3,137,838
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	1,733	1,832
<b>Off-Premise</b>	1,448	NA
<b>POS Devices</b>	0	0
<b>All Terminals</b>	1,733	1,832
<b>Transaction Analysis</b>		
<b>ATMs</b>	4,013,098	3,137,838
<b>POS</b>	0	0
<b>Switch</b>	4,375,098	3,137,838
<b>Interchange</b>	9%	NA
<b>Per ATM</b>	2,316	3,771
<b>Network Cards</b>	460,000	626,579

**Date Organized** September 1977

**Director** John Busselmaier, President

**Note:** The network switches its transactions.

# DEBIT CARD DIRECTORY

# EFT Networks

## 29. TX

899 NORTH AVENUE  
WAKEFIELD, MA 01880  
617-245-9099

	1995	1994
<b>Monthly Transactions</b>	3,527,967	3,226,972
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	1,398	1,197
<b>Off-Premise</b>	733	582
<b>POS Devices</b>	0	0
<b>All Terminals</b>	1,398	1,197
<b>Transaction Analysis</b>		
<b>ATMs</b>	3,474,400	3,189,318
<b>POS</b>	53,567	37,654
<b>Switch</b>	2,640,184	2,230,417
<b>Interchange</b>	75%	69%
<b>Per ATM</b>	2,485	2,664
<b>Network Cards</b>	980,000	967,000

**Date Organized** March 1982

**Director** Michael K. Feener, President

**Note:** Electronic Data Systems switches transactions.

## 30. Money Belt

P.O. BOX 84  
MEMPHIS, TN 38101  
901-722-3691

	1995	1994
<b>Monthly Transactions</b>	3,100,000	2,978,000
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	635	543
<b>Off-Premise</b>	200	185
<b>POS Devices</b>	0	0
<b>All Terminals</b>	635	543
<b>Transaction Analysis</b>		
<b>ATMs</b>	3,100,000	2,978,000
<b>POS</b>	0	0
<b>Switch</b>	2,315,000	2,102,670
<b>Interchange</b>	47%	33%
<b>Per ATM</b>	4,882	5,484
<b>Network Cards</b>	2,500,000	2,500,000

**Date Organized** April 1981

**Director** Joseph Morris, VP

**Note:** Deluxe Data Systems switches transactions.

## 31. HandiBank/Money

P.O. BOX 3006  
SALT LAKE CITY, UT 84130  
801-246-5809

	1995	1994
<b>Monthly Transactions</b>	2,815,000	2,100,000
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	486	436
<b>Off-Premise</b>	291	219
<b>POS Devices</b>	3,000	0
<b>All Terminals</b>	3,486	436
<b>Transaction Analysis</b>		
<b>ATMs</b>	2,632,712	2,100,000
<b>POS</b>	182,177	0
<b>Switch</b>	525,000	525,000
<b>Interchange</b>	25%	25%
<b>Per ATM</b>	5,417	4,817
<b>Network Cards</b>	1,018,507	1,018,507

**Date Organized** September 1979

**Director** Rod Cullison, SVP

## 32. Express Teller

801 MARQUETTE AVENUE  
MINNEAPOLIS, MN 55402  
612-661-6706

	1995	1994
<b>Monthly Transactions</b>	2,650,000	3,068,000
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	741	594
<b>Off-Premise</b>	564	477
<b>POS Devices</b>	0	0
<b>All Terminals</b>	741	594
<b>Transaction Analysis</b>		
<b>ATMs</b>	2,650,000	3,010,000
<b>POS</b>	88,600	58,000
<b>Switch</b>	4,590,000	3,010,000
<b>Interchange</b>	57%	57%
<b>Per ATM</b>	3,576	5,067
<b>Network Cards</b>	745,000	700,000

**Date Organized** June 1976

**Director** Daniel Engel, Vice President

**Note:** TCF switches transactions.

# DEBIT CARD DIRECTORY **EFT Networks**

## 33. TransFund

P.O. BOX 2300  
TULSA, OK 74192  
918-588-6110

	1995	1994
<b>Monthly Transactions</b>	2,477,148	2,192,536
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	514	320
<b>Off-Premise</b>	398	215
<b>POS Devices</b>	0	0
<b>All Terminals</b>	514	320
<b>Transaction Analysis</b>		
<b>ATMs</b>	2,234,908	1,972,000
<b>POS</b>	242,240	220,536
<b>Switch</b>	2,477,148	1,972,000
<b>Interchange</b>	83%	84%
<b>Per ATM</b>	4,348	3,743
<b>Network Cards</b>	534,233	472,281

**Date Organized** November 1980

**Director** David Sharpe, Director

## 34. Bank of Hawaii

P.O. BOX 2900  
HONOLULU, HI 96846  
808-537-8926

	1995	1994
<b>Monthly Transactions</b>	2,168,505	2,059,761
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	404	384
<b>Off-Premise</b>	216	183
<b>POS Devices</b>	0	0
<b>All Terminals</b>	404	384
<b>Transaction Analysis</b>		
<b>ATMs</b>	2,168,505	2,059,761
<b>POS</b>	0	0
<b>Switch</b>	1,404,622	1,308,777
<b>Interchange</b>	54%	53%
<b>Per ATM</b>	5,368	5,364
<b>Network Cards</b>	796,032	646,000

**Date Organized** October 1981

**Director** Bob Makahilahila, Vice President

## 35. SC 24

23100 PROVIDENCE DRIVE, SUITE 200  
SOUTHFIELD, MI 48075  
810-569-4620

	1995	1994
<b>Monthly Transactions</b>	2,020,000	1,725,000
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	216	180
<b>Off-Premise</b>	86	67
<b>POS Devices</b>	0	0
<b>All Terminals</b>	216	180
<b>Transaction Analysis</b>		
<b>ATMs</b>	1,947,500	1,689,000
<b>POS</b>	72,500	36,000
<b>Switch</b>	1,636,200	1,039,000
<b>Interchange</b>	81%	62%
<b>Per ATM</b>	9,016	3,611
<b>Network Cards</b>	750,000	550,000

**Date Organized** April 1984

**Director** Daniel J. Balagna, President

## 36. VIA

P.O. BOX 2257  
WICHITA, KS 67201  
316-261-4369

	1995	1994
<b>Monthly Transactions</b>	1,940,922	1,853,010
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	402	338
<b>Off-Premise</b>	197	129
<b>POS Devices</b>	184	84
<b>All Terminals</b>	586	338
<b>Transaction Analysis</b>		
<b>ATMs</b>	1,938,928	1,850,815
<b>POS</b>	1,994	2,195
<b>Switch</b>	1,630,538	1,539,599
<b>Interchange</b>	72%	58%
<b>Per ATM</b>	4,823	5,476
<b>Network Cards</b>	627,495	614,559

**Date Organized** August 1975

**Director** Cheryl Bond, Vice President



# DEBIT CARD DIRECTORY EFT Networks

## 37. Bankmate (NM)

P.O. BOX 3050  
ALBUQUERQUE, NM 87190  
505-282-2261

	1995	1994
<b>Monthly Transactions</b>	1,812,856	1,715,262
<b>Terminals On-Line</b>		
Total ATMs	355	334
Off-Premise	280	255
POS Devices	4,286	4,536
All Terminals	4,641	4,870
<b>Transaction Analysis</b>		
ATMs	1,734,992	1,654,891
POS	63,868	60,371
Switch	1,734,992	1,654,891
Interchange	NA	14%
Per ATM	4,887	4,955
<b>Network Cards</b>	478,755	440,540

**Date Organized** April 1978

**Director** Craig Hall, Vice President

## 38. Credit Union 24

3773 COMMONWEALTH BOULEVARD  
TALLAHASSEE, FL 32303  
904-576-8171

	1995	1994
<b>Monthly Transactions</b>	1,464,711	1,074,236
<b>Terminals On-Line</b>		
Total ATMs	2,751	907
Off-Premise	2,200	510
POS Devices	0	0
All Terminals	2,751	907
<b>Transaction Analysis</b>		
ATMs	1,464,711	1,074,236
POS	0	0
Switch	680,000	1,074,236
Interchange	46%	28%
Per ATM	532	1,184
<b>Network Cards</b>	1,800,000	1,600,000

**Date Organized** May 1980

**Director** David G. Pace, Director

## 39. 24-Hour Teller

1100 N. MARKET ST., RODNEY SQUARE NORTH  
WILMINGTON, DE 19890  
302-651-1599

	1995	1994
<b>Monthly Transactions</b>	1,450,000	1,434,000
<b>Terminals On-Line</b>		
Total ATMs	157	156
Off-Premise	30	29
POS Devices	0	0
All Terminals	157	156
<b>Transaction Analysis</b>		
ATMs	1,300,000	1,300,000
POS	150,000	134,000
Switch	900,000	700,000
Interchange	51%	45%
Per ATM	8,280	8,333
<b>Network Cards</b>	450,000	350,000

**Date Organized** March 1983

**Director** Richard Wilhide, Vice President

## 40. Express

P.O. BOX 1681  
LITTLE ROCK, AR 72203  
501-378-1547

	1995	1994
<b>Monthly Transactions</b>	1,310,995	1,201,765
<b>Terminals On-Line</b>		
Total ATMs	368	320
Off-Premise	67	58
POS Devices	0	0
All Terminals	368	320
<b>Transaction Analysis</b>		
ATMs	1,310,995	1,201,765
POS	6,387	0
Switch	352,890	346,620
Interchange	27%	29%
Per ATM	3,583	3,755
<b>Network Cards</b>	555,167	502,761

**Date Organized** May 1981

**Director** Holly Eddins Smith, AVP

# DEBIT CARD DIRECTORY **EFT Networks**

## 41. Annie

6200 POPLAR AVE.  
MEMPHIS, TN 38119  
901-383-6995

	1995	1994
<b>Monthly Transactions</b>	1,270,098	800,000
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	320	220
<b>Off-Premise</b>	100	NA
<b>POS Devices</b>	NA	0
<b>All Terminals</b>	320	220
<b>Transaction Analysis</b>		
<b>ATMs</b>	1,270,098	800,000
<b>POS</b>	NA	NA
<b>Switch</b>	343,071	300,000
<b>Interchange</b>	27%	NA
<b>Per ATM</b>	3,969	3,636
<b>Network Cards</b>	400,000	NA

**Date Organized** August 1972

**Director** Jimmy D. Trammell, Vice President

## 42. Alaska Option

P.O. BOX 196233  
ANCHORAGE, AK 99519-6233  
907-786-2951

	1995	1994
<b>Monthly Transactions</b>	1,145,874	1,019,419
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	244	190
<b>Off-Premise</b>	122	85
<b>POS Devices</b>	1,052	719
<b>All Terminals</b>	1,296	909
<b>Transaction Analysis</b>		
<b>ATMs</b>	961,950	873,773
<b>POS</b>	183,924	145,646
<b>Switch</b>	961,950	873,773
<b>Interchange</b>	79%	76%
<b>Per ATM</b>	3,942	6,155
<b>Network Cards</b>	313,070	286,070

**Date Organized** April 1983

**Director** Richard Barnhart, President

## 43. ChecOKard

100 N. BROADWAY  
OKLAHOMA CITY, OK 73125  
405-231-6023

	1995	1994
<b>Monthly Transactions</b>	993,068	952,092
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	159	148
<b>Off-Premise</b>	111	100
<b>POS Devices</b>	0	0
<b>All Terminals</b>	159	148
<b>Transaction Analysis</b>		
<b>ATMs</b>	993,068	952,092
<b>POS</b>	0	0
<b>Switch</b>	695,148	733,111
<b>Interchange</b>	70%	77%
<b>Per ATM</b>	6,245	6,443
<b>Network Cards</b>	209,879	171,461

**Date Organized** June 1975

**Director** Scott Haney, Senior Vice President

## 44. Money Center 24

P.O. BOX 1715  
PEORIA, IL 61656  
309-633-3570

	1995	1994
<b>Monthly Transactions</b>	884,470	793,812
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	87	81
<b>Off-Premise</b>	59	57
<b>POS Devices</b>	108	63
<b>All Terminals</b>	254	144
<b>Transaction Analysis</b>		
<b>ATMs</b>	876,575	787,453
<b>POS</b>	7,895	6,359
<b>Switch</b>	977,648	870,176
<b>Interchange</b>	34%	35%
<b>Per ATM</b>	10,076	9,722
<b>Network Cards</b>	234,988	205,656

**Date Organized** May 1980

**Director** Linda S. Keyser, Executive Director

**DEBIT CARD DIRECTORY****EFT Networks****45. Ultra**

P.O. BOX 419226  
KANSAS CITY, MO 64141  
816-860-7075

	1995	1994
<b>Monthly Transactions</b>	850,000	650,000
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	300	240
<b>Off-Premise</b>	152	NA
<b>POS Devices</b>	0	0
<b>All Terminals</b>	300	240
<b>Transaction Analysis</b>		
<b>ATMs</b>	850,000	650,000
<b>POS</b>	0	0
<b>Switch</b>	850,000	650,000
<b>Interchange</b>	40%	35%
<b>Per ATM</b>	2,833	2,700
<b>Network Cards</b>	180,000	150,000
<b>Date Organized</b>	May 1977	
<b>Director</b>	James Braddock, Vice President	

**46. KETS**

1919 NORTH AMIDON, SUITE 120  
WICHITA, KS 67203  
316-838-4411

	1995	1994
<b>Monthly Transactions</b>	785,000	832,336
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	240	172
<b>Off-Premise</b>	NA	NA
<b>POS Devices</b>	1,300	912
<b>All Terminals</b>	1,540	1,084
<b>Transaction Analysis</b>		
<b>ATMs</b>	700,000	751,451
<b>POS</b>	85,000	80,885
<b>Switch</b>	450,000	521,834
<b>Interchange</b>	NA	NA
<b>Per ATM</b>	2,917	4,369
<b>Network Cards</b>	200,000	231,020
<b>Date Organized</b>	August 1983	
<b>Director</b>	Richard Schopf, President	

**47. Award**

P.O. BOX 8167  
BOISE, ID 83707  
208-386-3541

	1995	1994
<b>Monthly Transactions</b>	730,403	677,489
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	257	214
<b>Off-Premise</b>	62	59
<b>POS Devices</b>	0	0
<b>All Terminals</b>	257	214
<b>Transaction Analysis</b>		
<b>ATMs</b>	730,403	677,489
<b>POS</b>	0	0
<b>Switch</b>	730,403	677,489
<b>Interchange</b>	65%	60%
<b>Per ATM</b>	2,842	3,166
<b>Network Cards</b>	346,414	377,945
<b>Date Organized</b>	April 1983	
<b>Director</b>	Karen Benton, Vice President	

**48. Universal Money**

6800 SQUIBB ROAD  
MISSION, KS 66202  
913-831-2055

	1995	1994
<b>Monthly Transactions</b>	625,093	452,672
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	268	204
<b>Off-Premise</b>	221	131
<b>POS Devices</b>	0	0
<b>All Terminals</b>	268	204
<b>Transaction Analysis</b>		
<b>ATMs</b>	625,093	452,672
<b>POS</b>	0	0
<b>Switch</b>	625,093	452,672
<b>Interchange</b>	72%	69%
<b>Per ATM</b>	2,332	2,219
<b>Network Cards</b>	110,000	133,000
<b>Date Organized</b>	August 1983	
<b>Director</b>	Dave Windhorst, President	



# DEBIT CARD

# DIRECTORY

# EFT Networks

## 49. Minibank

3333 S. BANNOCK, SUITE 450  
 ENGLEWOOD, CO 80110  
 303-762-7472

	1995	1994
<b>Monthly Transactions</b>	597,544	563,443
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	415	275
<b>Off-Premise</b>	262	NA
<b>POS Devices</b>	0	0
<b>All Terminals</b>	415	275
<b>Transaction Analysis</b>		
<b>ATMs</b>	597,544	563,402
<b>POS</b>	544	41
<b>Switch</b>	597,544	784,540
<b>Interchange</b>	74%	84%
<b>Per ATM</b>	1,438	2,049
<b>Network Cards</b>	185,292	177,185
<b>Date Organized</b>	December 1981	
<b>Director</b>	Mary Ann Elliott-Supples, President	

## 50. 24-Hour Access

111 MAIN STREET  
 BURLINGTON, VT 05401  
 802-860-3111

	1995	1994
<b>Monthly Transactions</b>	396,536	303,607
<b>Terminals On-Line</b>		
<b>Total ATMs</b>	94	81
<b>Off-Premise</b>	24	NA
<b>POS Devices</b>	0	0
<b>All Terminals</b>	94	81
<b>Transaction Analysis</b>		
<b>ATMs</b>	386,182	303,607
<b>POS</b>	10,354	NA
<b>Switch</b>	436,805	NA
<b>Interchange</b>	7%	NA
<b>Per ATM</b>	4,218	3,748
<b>Network Cards</b>	115,479	NA
<b>Date Organized</b>	June 1981	
<b>Director</b>	Jim Blouin, Manager	