



PRESS RELEASE

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Colorado Banks Donate Percentage of Transactions to The Salvation Army *- Consumers tap-and-pay to help the victims of earthquakes in Haiti -*

COLORADO SPRINGS, Colorado, Jan. 15, 2010 – As the world mobilizes to aid the victims of Jan. 12th 7.0 magnitude earthquake in Haiti, two community banks in Colorado are helping consumers turn day-to-day transactions into donations. [The State Bank](#) and [Park State Bank & Trust](#) are teaming with [mobile payments](#) provider, [Bling Nation](#), to contribute one percent of all mobile transactions over the next 30 days to The Salvation Army, one of the highest rated charities on [CharityNavigator.org](#).

Money donated to The Salvation Army will go to The Salvation Army Haiti, which will determine the country's immediate needs, including water, food, medicine and transportation. A list of businesses that accept mobile payments in La Junta, Colo. can be found at <http://www.redibank.com/part-merchant.asp>. Businesses in Woodland Park, Colo. can be found at <http://www.mypsb.com/Bling/blinglist.aspx>.

"The Arkansas valley is no stranger to disasters, and we believe in supporting our neighbors locally and internationally," said Brad Rose, vice president of IT and Security at The State Bank in La Junta, Colo. "Our thoughts are with the people of Haiti, as they begin their long road to recovery."

"Our bank is pleased to partner with Bling Nation to do what we can to help provide disaster relief for the earthquake victims in Haiti," said Tony Perry, president and chief executive officer of Park State Bank & Trust in Woodland Park, Colo. "Even during these tough economic times, our community is ready to step up and help our neighbors in times of need."

The Salvation Army has been active in Haiti since 1950 and operates a children's home, primary and secondary schools and a hospital.

"It is an honor to help consumers in La Junta and Woodland Park provide much-needed aid to Haiti by simply tapping and paying with their cell phones at local businesses," said Meyer Malka, co-chief executive officer of Bling Nation in Palo Alto, Calif. "It is amazing that these communities can quickly come together to help those effected by this tragedy."

About The State Bank

Established in 1893, La Junta, Colo.-based The State Bank (\$97 million in assets) provides contactless payments, online banking, investment, account management and loan services to individual and commercial customers in southwest Colorado. The La Junta branch is one of three within the Colorado State Bank family, which includes branches in Falcon and Rocky Ford. The three banks offer six 24-hour ATM locations. For more information, visit www.redibank.com.

About Park State Bank & Trust

Established in 1965, Woodland Park, Colo.-based Park State Bank & Trust (\$100 million in assets) provides mobile payments, online banking, investment, account management and loan services to individual and commercial customers in central Colorado. With the largest deposit marketshare in Woodland Park at 43 percent, Park State Bank & Trust is an equal housing lender, member FDIC, with two branches and six ATMs. For more information or to locate a branch or ATM, visit www.mypsb.com.

About Bling Nation

Bling Nation mobile payment services connect financial institutions, businesses and consumers. The company's mobile payments services work through consumers' mobile phones, enabling them to purchase, redeem loyalty incentives and receive transaction information in real time. Businesses and financial institutions differentiate their services, while supporting their communities and "shop local" programs. For additional information, visit www.blingnation.com.

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