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FOR IMMEDIATE RELEASE

Belvoir Federal Launches Live Chat

Woodbridge, VA, March 3, 2011 — Belvoir Federal Credit Union took their credit union to new heights in the online world by launching a real-time, live chat support for their members. The Live Chat is an intelligent powerful software solution that enables Belvoir Federal to offer immediate online support for their members.

The Live Chat is powered by SightMax® and provides the latest chat functionality, language translation, and customizable capabilities. By implementing this new feature onto Belvoir Federal's Web site, the credit union can service members across the world with more immediacy. The Live Chat provides Belvoir Federal the luxury of answering member and non-member questions in a quick and efficient manner.

SightMax, an entity of SmartMax, provides companies with live chat and other products which are essential components of the e-commerce services and marketing strategies in today's business. SightMax is currently operating in a variety of industries. For more information, please visit www.sightmax.com.

Belvoir Federal Credit Union is a full-service, member owned, not-for-profit financial cooperative providing the foundation for the financial success of our Members. For more information about Belvoir Federal Credit Union, please visit our Web site at www.BelvoirCreditUnion.org

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