

QCASH Financial

May 2016 – May 2017

Below is a record of the coverage obtained by QCash Financial due to William Mills Agency's public relations efforts from May 2016 – May 2017.

Public Relations Program Highlights:

Total Number of Interviews: 17

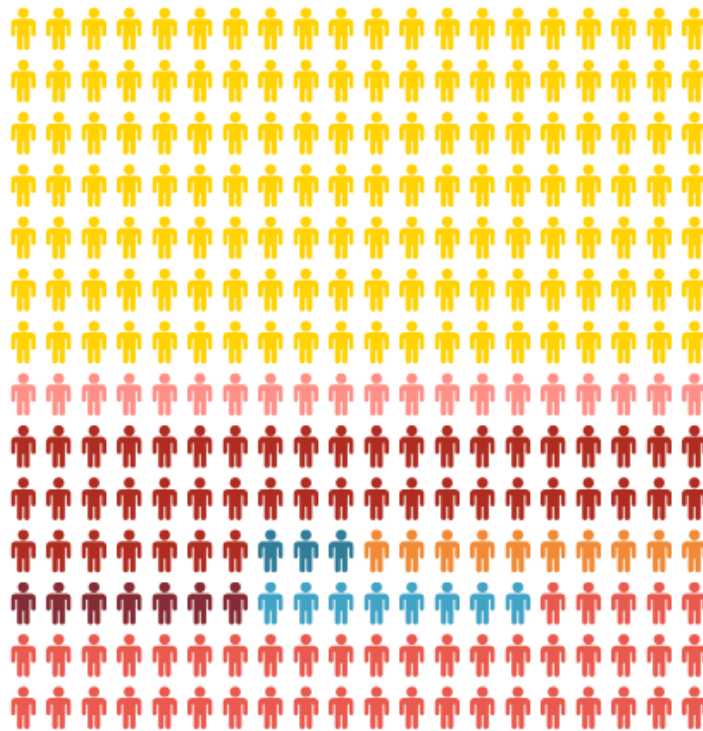
Total Number of Bylined Articles: 5

Total Number of Releases: 15



750,788

Readers exposed to QCash Financial news



- American Banker ● Callahan's & Associates
- Credit Union Journal online ● Credit Union Journal print
- Credit Union Times (online) ● Credit Union Times (print)
- CU Insight ● CU Today ● CUNA ● Siefer Report

Interviews

Topic: Webinar
Interviewer: Frank Diekmann
Publication: *CU Today*
Participant: Ben Morales
Date: May 10

Topic: Webinar
Interviewer: Marc Rapport
Publication: *CreditUnions.com*
Participant: Ben Morales
Date: May 10

Topic: CUNA GAC
Interviewer: Bill Merrick
Publication: *CUNA*
Participant: Ben Morales
Date: February 27

Topic: CUNA GAC
Interviewer: Marc Rapport
Publication: *CreditUnions.com*
Participant: Ben Morales
Date: February 26

Topic: Trends for 2017
Interviewer: Peter Strozniac
Publication: *CU Times*
Participant: Ben Morales
Date: December 8

Topic: Annual trends in CU industry
Interviewer: Marc Rapport
Publication: *CreditUnions.com*
Participant: Ben Morales
Date: November 14

Topic: holiday lending trends
Interviewer: Lisa Freeman
Publication: *CU Journal*
Participant: Ben Morales
Date: November 9

Topic: Obstacles facing startups

Interviewer: Roy Urrico

Publication: *CU Times*

Participant: Ben Morales

Date: September 8

Topic: Gesa CU

Interviewer: Gina Ragusa

Publication: *Siefer Report*

Participant: Ben Morales

Date: September 7

Topic: Payday loan alternatives

Interviewer: Karen Aho

Publication: *NerdWallet*

Participant: Ben Morales

Date: August 17

Topic: Potential impact of CFPB proposal

Interviewer: Lucy Mueller

Publication: *Forbes*

Participant: Ben Morales

Date: July 12

Topic: Potential impact of CFPB proposal

Interviewer: Lucy Mueller

Publication: *Forbes*

Participant: Ben Morales

Date: July 12

Topic: New customer: US Alliance

Interviewer: Bryan Yurcan

Publication: *American Banker*

Participant: Ben Morales

Date: July 6

Topic: Summarizing the CFPB proposal, ACUC conference

Interviewer: Marc Rapport

Publication: *CreditUnions.com*

Participant: Ben Morales

Date: June 28

Topic: Providing feedback on CFPB proposal

Interviewer: Marc Rapport

Publication: *CreditUnions.com*

Participant: Ben Morales

Date: June 22

Topic: Insights into the CFPB proposal

Interviewer: Kate Berry

Publication: *American Banker*

Participant: Ben Morales

Date: May 27

Topic: Disrupting the small-dollar loan industry

Interviewer: Patti Murphy

Publication: *The Green Sheet*

Participant: Ben Morales

Date: May 10

Bylined Articles

- February 2017 – *CU Business* – Technology Feature: QCash Financial, Provider of Small-Dollar Lending Technology
- January 2017 – *CU Today* – What’s next in Small-Dollar Lending?
- November 2016 – *CUNA* – Focusing on Member Services during the Holidays
- September 2016 – Letter to the CFPB
- August 2016 – *CUES* – More Regulations for Small-Dollar Loans?

Releases

- **June 13:** Community Credit Union of Florida to offer Short-Term Small-Dollar Loans Powered by QCash Financial
- **June 6:** QCash Financial's Ben Morales to Present at AXFI Conference
- **May 18:** America's First Credit Union Offers Small-Dollar Loans Powered by QCash Financial
- **April 25:** QCash Financial Offers Webinar on Common Fears Related to Small-Dollar Lending
- **April 18:** QCash Financial Joins Center for Financial Services Innovation's Financial Health Network
- **February 15:** QCash Financial to Attend CUNA Governmental Affairs Conference 2017
- **February 6:** QCash Financial Experiences Growth in 2016
- **August 25:** QCash Financial to Attend Symitar Educational Conference and Technology Expo
- **August 9:** QCash Financial Launches Initiative to Market Small-Dollar Loan Technology to Canadian Financial Institutions
- **July 19:** QCash Financial Joins the Symitar Vendor Integration Program
- **July 13:** Gesa Credit Union Offers Short-Term Small Dollar Loans Powered by QCash
- **June 16:** QCash Financial and Filene to Present Webinar Discussing Payday Loan Alternatives for Canadian Credit Unions
- **June 13:** QCash Financial's Ben Morales to Attend America's Credit Union Conference
- **June 7:** QCash Financial Offers Free Whitepaper Discussing Four Fears of Small-Dollar Lending
- **May 10:** QCash Financial and USALLIANCE Financial Announce Joint Effort

Coverage

- *CU Insight*– May 17: “America’s First Federal Credit Union to offer short-term small dollar loans powered by QCash Financial”
<https://www.cuinsight.com/press-release/americas-first-federal-credit-union-offer-short-term-small-dollar-loans-powered-qcash-financial>
- *PYMNTS.com*– May 17: “America’s First Federal Credit Union to offer Short-Term Small Dollar Loans Powered by QCash Financial”
<http://www.pymnts.com/businesswire-feed/americas-first-federal-credit-union-to-offer-short-term-small-dollar-loans-powered-by-qcash-financial/>
- *Credit Union Journal*– May 10: “How QCash is expanding small-dollar lending opportunities for CUs”
<https://www.cujournal.com/news/how-qcash-is-expanding-small-dollar-lending-opportunities-for-cus>
- *CUNA*– May 1: “APIs for Credit Unions: Disruptors or Enablers?”
<http://www.cunacouncils.org/?ref=NNT66CC>
- *CUNA*– May 1: “APIs for Credit Unions: Disruptors or Enablers?”
<http://www.cunacouncils.org/?ref=NNT66CC>
- *Credit Union Times* – April 21: “Credit Union Innovation Requires Taking Risks”
www.cutimes.com/2017/04/21/credit-union-innovation-requires-taking-risks
- *Credit Union Times* – April 21: “Credit Union Innovation Requires Taking Risks”
www.cutimes.com/2017/04/21/credit-union-innovation-requires-taking-risks
- *Paybefore* – April 20: “QCash Financial, CFSI Financial Health Network”
<http://paybefore.com/on-the-move/company-move-qcash-financial-cfsi-financial-health-network/>
- *CU Today* – April 17: “QCash Financial Joins CFSI's Financial Health Network”
<http://www.cutoday.info/THE-market/QCash-Financial-Joins-CFSI-s-Financial-Health-Network>
- *CU Today* – March 28: “What’s Next in Small-Dollar Lending”
<http://cutoday.ssd.thinkcreativeinternal.net/THE-tude/What-s-Next-in-Small-Dollar-Lending>
- *CU Today* – February 6: “QCash Financial Reports Strong Growth”
<http://www.cutoday.info/THE-market/QCash-Reports-Strong-Growth-Numbers>

- *CU Insight* – February 6: “QCash Financial experiences growth in 2016”
<https://www.cuinsight.com/press-release/qcash-financial-experiences-growth-2016>
- *Creditunions.com* – December 20: “What’s in Store for 2017”
<http://www.creditunions.com/articles/whats-in-store-for-2017/>
- *Credit Union Times* – December 9: “APIs for Credit Unions: Disruptors or Enablers?”
<http://www.cutimes.com/2016/12/09/apis-for-credit-unions-disruptors-or-enablers>
- *CUNA* – November 28: “Focusing on Member Services During the Holidays”
<http://www.cunacouncils.org/news/10831/news-article/>
- *CUNA* – November 28: “Focusing on Member Services During the Holidays”
<http://www.cunacouncils.org/news/10831/news-article/>
- *Credit Union Journal Print* – November 14: “’Tis (Not) the Season: Opportunities Abound Even as Lending Slows”
- *Credit Union Journal* – November 11: “’Tis (Not) the Season: Opportunities Abound Even as Lending Slows”
<http://www.cujournal.com/news/lending/tis-not-the-season-opportunities-abound-even-as-lending-slows-1026853-1.html>
- *Siefer Report* – September 22: “A Washington CU’s Online and Mobile “FastCash” service gives Members a lower-cost alternative to using Payday Lenders”
- *CU Times online* – September 16: “Challenging Credit Union Innovation”
<http://www.cutimes.com/2016/09/16/challenging-credit-union-innovation>
- *CUES* – September 1: “Payday Lending Rules in Two Countries”
<https://www.cues.org/article/view/id/loan-zone-payday-lending-rules-in-two-countries>
- *Canada.com*– August 9: “QCash Financial Launches Initiative to Market Small-Dollar Loan Technology to Canadian Financial Institutions”
<http://www.businesswire.com/news/canadacom/20160809005116/en>
- *Vancouver Sun*– August 9: “QCash Financial Launches Initiative to Market Small-Dollar Loan Technology to Canadian Financial Institutions”
<http://www.businesswire.com/news/vancouverSun/20160809005116/en>

- *Alaska Dispatch News*– August 9: “QCash Financial Launches Initiative to Market Small-Dollar Loan Technology to Canadian Financial Institutions”
<http://studio-5.financialcontent.com/mi.adn/news/read?GUID=32634889>
- *Benzinga*– July 19: “QCash Financial Joins the Symitar® Vendor Integration Program”
<http://www.benzinga.com/pressreleases/16/07/b8231808/qcash-financial-joins-the-symitar-vendor-integration-program>
- *MarketWatch*– July 19: “QCash Financial Joins the Symitar® Vendor Integration Program”
<http://www.marketwatch.com/story/qcash-financial-joins-the-symitar-vendor-integration-program-2016-07-19>
- *American Banker Online*– July 18: “Can Tech Bring Small-Dollar Loans Back to Banks?”
<http://www.americanbanker.com/news/bank-technology/can-tech-bring-small-dollar-loans-back-to-banks-1090246-1.html>
- *CU Today* – July 13: “Gesa Credit Union offers short-term small dollar loans powered by QCash”
<https://www.cuinsight.com/press-release/gesa-credit-union-offers-short-term-small-dollar-loans-powered-qcash>
- *CU Today* – July 13: “Gesa CU Selects QCash Financial”
<http://www.cutoday.info/THE-market/Gesa-CU-Selects-QCash-Financial>
- *CU Times online* – June 26: “Alternative Loans Empower Members”
<http://www.cutimes.com/2016/06/26/alternative-loans-empower-members>
- *Creditunions.com* – June 23: “CFPB Payday Lending Rule Requires Speaking Up”
<http://www.creditunions.com/blogs/industry-insights/cfpb-payday-lending-rule-requires-speaking-up/>
- *CU Times online* – June 12: “Payday Rules Exempt PALs”
<http://www.cutimes.com/2016/06/12/payday-rules-exempt-pals>
- *Yahoo Finance* – June 7: “QCash Financial Offers Free Whitepaper Discussing Four Fears of Small-Dollar Lending”
<http://finance.yahoo.com/news/qcash-financial-offers-free-whitepaper-131700497.html>
- *Paybefore* – June 7: “Despite Looming CFPB Regs, Credit Unions Shouldn’t Fear Short-Term Lending”
<http://paybefore.com/pay-gov/paper-despite-looming-cfpb-regs-credit-unions-shouldnt-fear-short-term-lending/>

- *CU Times online* – June 2: “CFPB Payday Exemption Not a Credit Union Panacea”
<http://www.cutimes.com/2016/06/02/cfpb-payday-exemption-not-a-credit-union-panacea>
- *Credit Union Journal* – May 31: “Four Things to Watch for in the CFPB's Payday Lending Proposal”
<http://www.cujournal.com/news/compliance/four-things-to-watch-for-in-the-cfpbs-payday-lending-proposal-1026120-1.html>
- *American Banker* – May 31: “Four Things to Watch for in the CFPB's Payday Lending Proposal”
<http://www.americanbanker.com/news/law-regulation/four-things-to-watch-for-in-the-cfpbs-payday-lending-proposal-1081271-1.html>
- *CU Today* – May 25: “US Alliance Federal Credit Union Selects QCash Financial to Begin Offering Small-Dollar Loans”
<http://www.cutoday.info/THE-market/USAlliance-FCU-Selects-QCash>
- *The Green Sheet* – May 23: “Disrupting the disruptors in payments and banking”
http://www.greensheet.com/emagazine.php?issue_number=160502
- *CU Times print* – May 15: “New Ideas Key to Beating Nonbank Competitors”
- *CU Times online* – May 8: “New Ideas Key to Beating Nonbank Competitors”
<http://www.cutimes.com/2016/05/08/new-ideas-key-to-beating-nonbank-competitors>
- *CU Times print* – May 8: “Rules May Stifle Short-Term Loan Options”
- *CU Times online* – May 1: “Rules May Stifle Short-Term Loan Options”
<http://www.cutimes.com/2016/05/01/rules-may-stifle-short-term-loan-options>