



FOR IMMEDIATE RELEASE

## **CHOICE FINANCIAL IS CRANKING UP THE TUNES**

*Grafton, N.D., August 31, 2010* – Are you tuned in? Many people already are, and their kids definitely are. Luckily, Choice Financial is too. Our new ChoiceTunes checking account offers iTunes® rewards for customers doing everyday banking activities such as using their debit card, receiving e-Statements and utilizing online banking. Yes, a bank that is tuned in to your needs. Sounds good ... literally.

“We are excited to offer the new ChoiceTunes checking account because it’s a unique way to earn rewards from your bank,” stated Lisa Artz, EVP-Marketing for the bank. “This product appeals to a variety of ages – from customers starting their first checking account to customers who are regular consumers of iTunes® products. It’s a way for them to get the rewards they want for banking activities they already do.”

It’s easy and convenient to open a ChoiceTunes account. Customers can visit any Choice Financial location; or consumers age 18 and older can open an account online at [www.mychoicetunes.com](http://www.mychoicetunes.com). Tune in to learn the full details, including product requirements and disclosures.

Choice Financial is a premier provider of financial solutions with nine locations in North Dakota.

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