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Diebold President and CEO, Tom Swidarski, shares Diebold's key priorities with TAG members at the annual TAG conference.

What is TAG? The Advisory Group, TAG, was created in 1978 with an exclusive and select number of Diebold customers. TAG's original purpose was to serve as a beta test group for Diebold's first automated teller machines (ATMs). TAG has since developed into a thriving and energetic independent user group encompassing financial institutions and ATM deployers of all sizes. TAG has consistently adapted to fit the expanded knowledge and changing

needs of the TAG membership and looks forward to helping build new, profitable relationships among its members.

TAG membership means possibilities and solutions. TAG is a critical link between members and Diebold and the relationship has proved to be beneficial time and time again. Through TAG, members enjoy direct access to Diebold executives and that translates into rapid creative

development and problem solving. In fact, the incredibly popular and successful *i* and *ix* Series ATMs are examples of what can come from Diebold listening to and implementing the input of TAG members.

TAG membership means savings. TAG members directly profit from their membership through valuable discounts on training, supplies and magazines as well as discounted

Story continues on next page



Continued;

registration to the annual TAG National Conference. The discounts alone can more than pay for an individual's TAG membership.



TAG Membership Benefits. For just US\$395 a year, TAG offers members a variety of benefits including:

Diebold TAG Technical Assistance Hotline. Access to this hotline will help keep your ATMs running at peak efficiency. Hotline representatives can assist you with:

- Status byte/error code interpretations
- Field Change Order (FCO) information
- General operational consultation on clearing bill jams, replacing paper and clearing money-in-drawer faults
- Helping to identify whether problems are machine or network related

Education Class Discounts

As a TAG member, you'll receive:

- 40% off Diebold customer education courses held at Diebold headquarters in Canton, OH
- 20% off courses held at the customer's site

Diebold Education Classes can help your institution realize a long-term return on their investment by having employees learn more about Diebold technology through hands-on lab and class sessions taught by experts.

Accessory Product Discount. Receive a 5% discount on ATM supply items each time you place an order through the Diebold Direct catalog (minimum order \$75). Your savings

over the year will more than pay for your TAG membership!

TAG National Conference Discount.

TAG members receive a sizable discount on their registration fee when attending the TAG National Conference, one of the finest, most comprehensive national conferences. This multi-day event features keynote speakers and pertinent, intense workshop and roundtable sessions on relevant subjects concerning the industry today. The event offers members maximum peer interaction...an outstanding networking opportunity!

Free Membership Directory.

This free reference directory, updated monthly, gives you address and telephone information for other TAG members. It also includes information on how other members are using their network and ATMs. This allows you to contact members well versed in a particular area, such as deposit automation and branch transformation, so you can continue to enhance and grow your services. An excellent resource! The directory is available online. Call the TAG Hotline at 888-TAG-2197 to learn how to use this benefit.

TAG Newsletter. Both you and your alternate representative will receive a complimentary copy of the TAG Newsletter four times a year. In the TAG Newsletter, you'll learn the most efficient ways to operate your ATMs and receive valuable insight to keep you current on the technical and practical issues faced while running a modern ATM network in a world of

ever-changing technology. Additional copies of the TAG Newsletter can be mailed to others in your organization for a nominal fee. In addition, current and many past issues are available online. Call the TAG Hotline for more details about this benefit.

Email Distribution List. As a TAG member, you can email the entire TAG membership for advice or feedback using the TAG email distribution list. Call the TAG Hotline at 888-TAG-2197 for more details on how to use this benefit.

TAG Escalation Procedures. As a TAG member, you gain access to escalation procedures that can help you resolve issues not satisfactorily resolved at the local level. This service is easy to use and provides Diebold



the means to focus on the issue and coordinate resources necessary to bring about timely resolution.

Toll-Free Membership Hotline/Email.

1.888.TAG.2197

email: info@dieboldtag.com



Why did you Join TAG?

Heritage Community Credit Union



Why did you join TAG?

Doug Fox

When I first joined the credit union back in 1997, I'd heard that the organization existed. So, I thought I'd better investigate and see what this [TAG] has to offer.

I think the first thing that really struck me as being really important and significant was just the amount of support that we receive from senior management [Diebold]. In a lot of cases at the TAG conferences it seems like we have as many Diebold management folks in attendance as we do clients.

And that's impressive to me. It's a real show of commitment that this group matters and that they do act on some of the suggestions and the discussions that are conducted here.

I think, secondly, what I realized about TAG that makes a lot of sense and is really valuable to me, is that TAG is not restricted just to the credit union industry. We actually have banking and credit union.

Sometimes I think the credit unions get kind of myopic in our thinking and in our solution pursuits by networking only in our leagues and our chapter organizations. I think we can gain a lot of benefit from comparing notes and networking with our banking peers, and blending those two solutions [TAG and the credit union leagues/chapter organizations] and approaches together.

Interviewer

So to summarize in one sentence why you joined TAG and what benefit you get from TAG, what would you say?

I think the first thing that really struck me as being really important and significant was just the amount of support that we receive from senior management [Diebold].

Doug Fox

I would say, management commitment from Diebold, and I would say that we have excellent networking opportunities. The benefit I receive from TAG is that I see firsthand senior management commitment from Diebold, and I see excellent opportunity to network with peers, both in the credit union and banking industries.

Interviewer

Do you use the relationships that you have here all year long?

Doug Fox

We have an email system where if there's an issue or problem that comes up, we can actually post it on the TAG email to get a response. You make personal contacts and you can contact those folks directly. And, in response, I have business peers contacting me. So there's definitely a sharing of information throughout the year.

Interviewer

If you were to encourage someone else to join, what would you say?

Doug Fox

I would first recommend they consider how important is their ATM delivery channel. If that's a critical delivery channel, then they absolutely have to be a TAG member.

I think that you gain so much information, and also, the chance to be able to provide Diebold with some valuable input on how things need to be changed or enhanced.

TAG A Diebold User's Group
NETWORKING IDEA SHARING EXCELLING
The Advisory Group

P.O. Box 35606

Canton, OH 44735-5606

1.888.TAG.2197

www.dieboldtag.com

email: info@dieboldtag.com

Mission STATEMENT

TAG Mission Statement:

To provide a network of communication between membership and Diebold for the purpose of sharing information on industry trends relevant to Diebold products, services and systems.

Why did you join TAG?

(Testimonials Continued)

"TAG 2006 was the best Diebold conference I have attended. Throughout the TAG conference, it was clearly evident that Diebold's senior management is truly devoted to providing superior customer service and satisfaction. Many thanks to Diebold and the TAG Board of Directors for providing a professional forum to share information with our peers and have fun in the process."

Doug Fox
Heritage Community Credit Union

"I really enjoyed the ability to talk about the ATM issues with other banks and credit unions. We never have that opportunity during the course of day-to-day business. The sessions were informative, our hosts were hospitable and we had a fantastic time."

Glen Crawford
Synovus Financial Corporation

"Again this year, the conference presented informative and timely topics which were presented by knowledgeable presenters. Also, included was just enough casual time to keep everyone interested. I am looking forward to next year's conference."

Terry Skillington
First Farmers and Merchants Bank

"I'm a first-time attendee and found the TAG event very informative and extremely enjoyable. In addition to the knowledge, the networking opportunity was tremendous. I constantly interact with my local Diebold sales and service team but I have a

new-found understanding and respect for the structure and teamwork of the whole organization."

Debra Friedrich
Hudson Federal Credit Union

"If I can only attend one conference, this is it. The information and contacts are invaluable. Really like the hands-on interaction and 'inside' information from Diebold. The TAG Board of Directors is a very hard-working, dedicated group."

Catherine Hammer
Detroit Edison Credit Union

"The TAG Conference was very informative. Deposit Imaging and Disaster Recovery were very beneficial workshops. The speakers and Diebold staff provided useful information and tools for all to take back to their own operations. And as always, the TAG Board and staff outdid themselves with providing a great conference."

Paula Walter
PA State Employees' Credit Union

"TAG 2006 was the best Diebold conference I have attended. Throughout the TAG conference, it was clearly evident that Diebold's senior management is truly devoted to providing superior customer service and satisfaction."

"I believe this TAG conference was one of the best! Savannah was a great host city! The TAG Board does a great job planning and organizing this conference. I'm still trying to figure out how I can attend next year. I was joking with my son and his fiancée and suggested they change the date of their wedding but they didn't think that was too funny."

Cliff Quine
Citizens Equity First Credit Union

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MEMBERSHIP APPLICATION

YES, I want my organization to become a TAG member!

4 easy ways to join!

- Call the TAG Membership Hotline at 1-888-TAG-2197
- Apply online at www.dieboldtag.com/application
- Fax your membership application with credit card information, expiration date and signature to (330) 305-9565
- Mail your application and check payable to: TAG, P.O. Box 35606, Canton OH 44735-5606

Organization _____ Customer Number _____

Primary (Voting) Representative _____

Title/Area of Responsibility _____

Address _____

City, State, Zip, Country _____

Phone () _____ Ext. _____ Fax () _____ Email _____

How did you hear about TAG *(Please include name and company)* _____

Alternative Representative _____

(Also receives newsletter)

Title/Area of Responsibility _____

Address *(If different)* _____

City, State, Zip, Country _____

Phone () _____ Ext. _____ Fax () _____ Email _____

Payment methods

TAG Annual Membership Fee US\$395 (subject to change without notice)

Check enclosed

Credit Card

Mail check payable to: TAG

VISA MasterCard

Card # _____ Expiration Date _____

Name on Card *(please print)* _____

Signature Required _____

Today's Date _____



MEMBERSHIP APPLICATION
(Continued from other side)



A Diebold
User's Group

ATM Network Information

Acquiring Networks _____

Issuing Networks _____

ATM Information

No. of proprietary ATMs _____

Branch ATMs _____

Offsite ATMs _____

- Diebold Fujitsu IBM
- NCR Tidel Triton
- Other _____

Advanced Functionality:

- Electronic Journaling (EDC)
- Statement Printing
- Check Cashing
- Receipt Couponing
- Cassette Couponing
- Stamp Dispensing
- Ticket Dispensing
- Travelers' Check Dispensing
- Screen Advertising (Static)
- Full Motion Video Advertising (MPEG)
- Predictive Maintenance
- BNA - Bulk Note Acceptor
- Bulk Check Acceptor