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FOR IMMEDIATE RELEASE

Pittsfield Cooperative Bank to offer CardValet®

June 21, 2017, Pittsfield – The Pittsfield Cooperative Bank announces it is offering CardValet®, a new card management and fraud mitigation tool for debit cardholders. Cardholders simply download the free app from the Apple® App Store or Google® Play Store, and then they can actively manage their debit cards.

“With this new and powerful debit card management tool, our cardholders can set parameters for when, where and how their debit card is used,” Peter Marchetti, SVP Retail Banking and Operations said. “It’s easy to turn ‘off’ their debit card from their smartphone, and then turn it back ‘on’ when they want to use it.”

The on/off feature is only one of the safeguards available with CardValet. Using the GPS system in the smart phone, geographic use restrictions can be established. Other controls can restrict usage by merchant and spending limit. Real time alerts create another layer of fraud protection with notice that a transaction was attempted, declined, or both.

CardValet puts the control of debit cards right into the cardholders’ hands. Link more than one account to keep track of all debit cards in one easy-to-use application.

For more information, contact The Pittsfield Cooperative Bank at 413.629.1613.

The Pittsfield Cooperative Bank was established in 1889 and currently has four branches in the Berkshires. Those locations are: 70 South St. and 110 Dalton Ave., both in Pittsfield, 431 Main St. in Dalton and 325 Main St. in Great Barrington. Member FDIC. Member SIF. Equal Opportunity Lender.

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