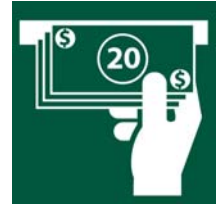


South Dakota-based First PREMIER® Bank has pioneered the use of the new global ATM Pictogram in the US by being one of the first banks to use the sign on its website. The graphic symbol was recently registered by the International Organization for Standardization (ISO), a worldwide federation of standards bodies, as a public sign to indicate the presence of an automated teller machine. The symbol was developed by the ATM Industry Association ([www.atmia.com](http://www.atmia.com)), which has members in 50 countries. It was successfully tested for clarity and comprehensibility in three different cultures of the world and then needed to gain the approval of at least 75% of international standards bodies.



"I would like to congratulate First PREMIER Bank on its superb use of the universal ATM symbol," commented ATMIA's Director of Finance and Member Services, Sharon Lane. "The Bank's version of the pictogram has added color and the \$ sign to the generic global symbol to make it more attractive to US cardholders."

The ISO guidelines for use permit additions of color as well as local or national cultural symbols provided they do not violate the integrity of the original design. Direction arrows and text such as "ATM Here" may also be used with the pictogram.

"The advantage of a visual symbol is that it can be instantly recognized by everyone," Lane explained.

For more details about the pictogram go to [www.atmia.com](http://www.atmia.com) and visit the pictogram portal or email [sharon@atmia.com](mailto:sharon@atmia.com)

**About First PREMIER® Bank**  
[www.firstpremier.com](http://www.firstpremier.com)



First PREMIER® Bank and PREMIER Bankcard® are sister organizations under the holding company of United National Corporation. First PREMIER Bank, headquartered in Sioux Falls, provides a variety of traditional and non-traditional banking products and services ranging from checking, savings and loans to Treasury Services, Trust and ATM Vault Cash Services. First PREMIER Bank has 15 locations across eastern South Dakota with assets of \$900 million and Trust assets of over \$550 million. The bank is recognized as the 26<sup>th</sup> largest ACH (Automated Clearing House) originating bank in the U.S with over 50 million transactions annually. PREMIER Bankcard, also headquartered in Sioux Falls, was founded in 1989. The organization has 5 service facilities; Dakota Dunes, Huron, Sioux Falls, Spearfish and Watertown. PREMIER Bankcard has become the 10<sup>th</sup> largest issuer of MasterCard® and VISA® credit cards in the country and services over 4.1 million customers nationwide. Together, First PREMIER Bank and PREMIER Bankcard employ over 3,200 individuals across South Dakota.

**About ATMIA**  
[www.atmia.com](http://www.atmia.com)

The ATM Industry Association is a global non-profit trade association with over 1,050 members in 50 countries. Its mission is to promote ATM convenience, growth and usage worldwide, protect the ATM industry's assets, interests, good name and public trust; and provide education, best practices, political voice and networking opportunities for member organizations. In June 2003, ATMIA established the Global ATM Security Alliance (GASA) ([www.globalasa.com](http://www.globalasa.com)) with the mission to employ global security resources in a united alliance in order to protect the ATM industry from criminal activity.