



**Customer Guide:
Ideas to Promote Payments using the
FedACH InternationalSM Mexico Service**

Congratulations on your decision to begin offering transfers to Mexico using the low cost and efficient FedACH International Mexico Service. In support of your innovation and interest in improving cross-border payments, the Federal Reserve Banks and the Banco de México – the gateway operators for this service – are making available the Directo a MéxicoSM promotional tool kit. Many materials in the kit can be customized to include your proprietary branding and can help your financial institution launch a successful campaign to promote bank-to-bank transfers from the United States to Mexico.

Directo a México, quite literally meaning “Direct to Mexico,” was created to foster consumer awareness of bank-to-bank transfers via the FedACH International Mexico Service. Considering that most people living in the United States do not recognize the name “automated clearinghouse” or FedACH as the product they rely on for so many everyday payments, we believe that additional branding will better promote this payments channel. The materials in the Directo a México promotional kit will help communicate to your customer what the service is all about – the best way to send money home.

This Customer Guide is intended as an informational tool to help your financial institution easily and inexpensively launch a “Directo a México” campaign to current and potential customers. It includes sections on the following: “Directo a México – Meeting Customer Needs,” “Trends in the U.S. to Mexico Remittance Market,” “Tools to Size Your Local Market,” “Providing Banking Services to the Mexican Community in the United States,” and “Great Ideas to Promote Customer Usage of Directo a México.” Finally, the Customer Guide also includes the “Terms of Use of Directo a México Promotional Materials.”

It’s easy to get started.

Directo a MéxicoSM – Meeting Customer Needs

While you may already know the key characteristics of the FedACH International Mexico Service and be familiar with the enhancements we continue to make, the Federal Reserve Banks and the Banco de México are providing this tool kit to help you with your customer-oriented promotional campaign. In the Federal Reserve Bank's traditional marketing to financial institutions, we've talked about how the FedACH International Mexico Service easily fits into your automated clearinghouse (ACH) processing. All these attributes are still true and can help you provide high-value services to your customers. Your customers may be specifically interested in the more consumer-oriented payment attributes below:

- Secure
- Fast
- Low-cost
- Convenient

Secure – Transfers are carried out from and to the bank accounts directed by the customer. He or she will not have to carry around cash or keep it in your house—they can take cash out of their bank account at the branch when they need it or at any ATM, or make purchases using a debit card. By making bank-to-bank transfers, their payments are governed by the payment rules in each country.

Fast – The money is available on the next banking day. The receiver has the funds in his or her account no later than 14:30 CT on the afternoon of the U.S. settlement date, making it a next day transfer from the originating customer's point of view.

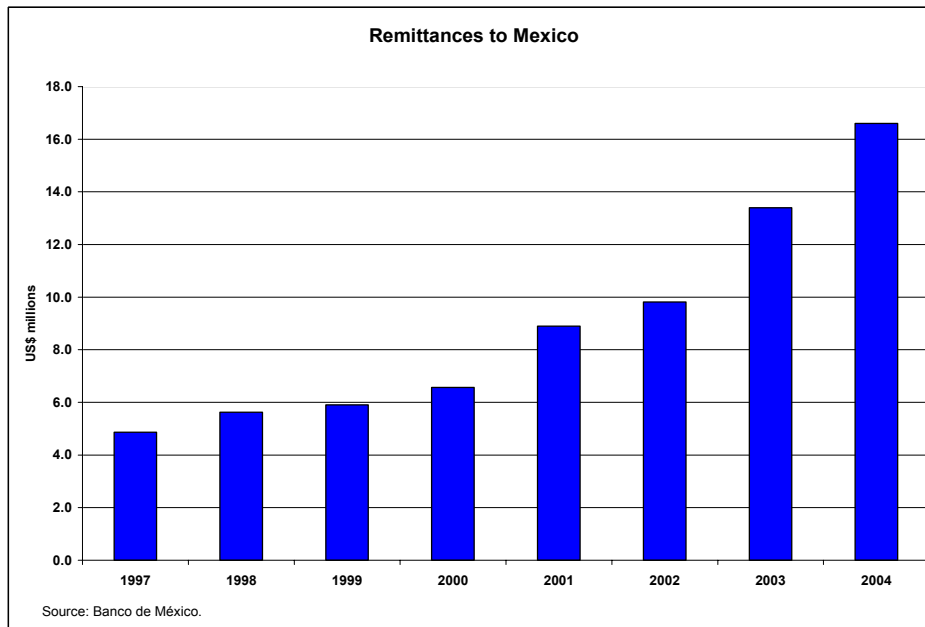
Low-cost – The fee your financial institution charges for making a remittance is up to your assessment of the market and your objectives in offering the service. Whatever you charge, the efficiencies and the low-cost surcharge of the Mexico Service can make you competitive with any offering in the market. Even better, the beneficiary of the payment will receive more pesos in their account in Mexico for every dollar sent.

Convenient – Directo a México is ACH and therefore allows the customer to make automated transfers on the day of their choosing.

It's the best way to send money home.

Trends in the U.S. to Mexico Remittance Market

Money transfers or remittances are person-to-person payments generally to family members. They are a very large and growing global phenomenon. However, several important characteristics of the United States to Mexico remittance market make it an attractive business consideration for banks. The amount of funds transferred into Mexico is the second largest in the world – only India receives more remittance funds. It is notable that almost all of remittances to Mexico originated in one country – the United States – and are growing at a very fast annual rate. As the chart below shows, remittances to Mexico reached US\$16.6 billion in 2004 and have experienced double-digit percentage growth for the past five years.



The average value of an individual remittance from the United States to Mexico was estimated at US\$385 from 2002 data provided by money transfer organizations. Most remittances from the United States to Latin America are sent via money transfer organizations. U.S. banks and credit unions account for no more than three percent of the remittances sent to Latin America.¹ In many ways, this market practice is counter-intuitive because the cost of sending money over a bank-to-bank channel is less than any other channel.² This also means that banks are missing out on a potentially large market which complements their other traditional financial activities such as deposit-taking, credit card issuance, and loan origination.

A number of surveys have been conducted on remittance patterns. One recent survey looked at the amount of remittances sent from various states in the U.S. to Latin America as well as the percentage of adult immigrants from Latin America that regularly originate remittances and the average number of times each year that each person sends remittances. Although the survey does not specifically break out patterns by Mexicans as a subgroup, these data show that well over half of adult immigrants from Latin America send funds home on a monthly basis. The table on the next page provides a perspective on the size and frequency of remittances from many U.S. states.

¹ Orozco, Manuel. "The Remittance Marketplace: Prices, Policy, and Financial Institutions," Pew Hispanic Center, June 2004.

² Orozco, Manuel. "Worker Remittances in an International Scope," *Inter-American Dialogue Research Series*, March 2003.

Hispanic Immigrant Population and Money Sent Home

State	Remittances Sent to Latin America (US\$millions)	Latin American Immigrant Adults	Percent that Send Remittances	Times Sent Per Year	Amount Sent with each Remittance
CA	\$9,610	5,378,555	64%	11.9	\$235
NY	\$3,562	1,428,614	81%	13.7	\$225
TX	\$3,180	2,547,203	43%	12.9	\$225
FL	\$2,450	1,796,959	47%	12.6	\$230
IL	\$1,528	830,020	66%	12.4	\$225
NJ	\$1,371	606,479	68%	14.2	\$235
GA	\$947	345,253	81%	13.3	\$255
NC	\$833	290,877	84%	14.2	\$240
AZ	\$606	535,119	42%	11.2	\$240
VA	\$586	219,417	84%	13.2	\$240
CO	\$544	270,973	69%	12.7	\$230
MA	\$527	211,537	80%	13.9	\$225
MD	\$500	172,601	80%	14.8	\$245
NV	\$447	245,210	64%	11.6	\$245
WA	\$353	181,018	62%	12.8	\$245
OR	\$218	147,099	63%	10.0	\$235
MI	\$192	94,082	73%	10.9	\$255
IN	\$190	91,183	76%	11.0	\$250
PA	\$180	87,813	71%	11.6	\$250
UT	\$164	91,868	65%	11.5	\$240
TN	\$162	75,993	71%	13.1	\$230
OK	\$156	83,436	60%	13.6	\$230
WI	\$152	82,189	69%	10.5	\$255
AL	\$149	53,271	78%	13.8	\$260
SC	\$148	65,465	76%	12.9	\$230
MN	\$147	78,322	56%	14.0	\$240
CT	\$129	57,850	68%	12.8	\$255
AR	\$114	50,791	70%	13.6	\$235
OH	\$108	49,781	67%	12.7	\$255
MO	\$105	45,586	79%	12.4	\$235
NM	\$103	132,784	38%	8.9	\$230
ID	\$96	54,123	60%	12.1	\$245
DC	\$94	35,749	74%	14.6	\$245
KA	\$94	54,263	62%	11.9	\$235
NE	\$80	36,940	69%	13.1	\$240
IA	\$69	36,563	65%	12.1	\$240
LA	\$61	38,888	59%	11.3	\$235
KY	\$53	26,068	71%	12.1	\$240
Total 37 States&DC	\$30,008	16,629,938	61%	12.6	\$240
Other States	\$132	71,192	61%	12.6	\$240
Total US	\$30,140	16,701,130	61%	12.6	\$240

Source: Sending Money Home: Remittances to Latin America from the US, 2004. Multilateral Investment Fund of the Inter-American Development Bank. The report is available at <http://www.iadb.org/mif/v2/files/map2004survey.pdf>.

Traditional financial institutions have been slow to enter this market, especially small and medium-sized institutions. The Pew Hispanic Center examined the overall remittance marketplace including the opportunities and challenges for banks and credit unions that are interested in providing remittances and other banking services to Latinos. The key findings included the following:

“Remittance senders are often unaware of the full costs they are paying to send money home and have made little effort to explore alternative methods. Instead, they tend to rely on word-of-mouth recommendations, familiarity and convenience in choosing a method for transferring money, even when they are concerned that they are paying high fees.

When they become aware of innovations, remittance senders are willing to entertain new money transfer products and are not particularly wary of new technologies such as the use of ATMs for international transactions. Remitters in the United States, however, judge such products not only by how they operate on the sending end of the operation but also by the convenience, security and reliability on the receiving end. Thus, the quality of the financial services infrastructure in Mexico and the rest of Latin America is as important as the quality of the service in the United States to future development of the industry.

Many remittance senders take a skeptical view of banks and other financial institutions. These opinions are often based on impressions rather than firsthand knowledge because many remitters and their families do not have bank accounts or credit cards. Minimum balances and transaction fees are widely viewed as excessively burdensome and too expensive for the services rendered. Remitters who were not lawfully admitted to the United States have faced an added obstacle because of the requirement to present U.S. identity documents when applying for a bank account. This situation is now changing rapidly with the growing acceptance by banks of the ID cards issued by Mexican consulates.”³

Banks and credit unions are well positioned to meet these challenges as each institution can offer products and services that it feels best fits the local market. The Directo a México promotional kit is designed to help your financial institution expose the local Mexican community to the benefits that banks can offer, including attractive and affordable remittance services.

Of course, like any other product or program, each financial institution should examine the market opportunity alongside the applicable regulatory issues and plan accordingly. As with any other new program, a plan to send payments to Mexico should be developed in cooperation not only with the appropriate business and operational departments but also with your compliance officer. Compliance with bank procedures on account opening, Office of Foreign Assets Control (OFAC) guidelines, as well as Bank Secrecy Act (BSA) rules should be discussed internally and documented.

Tools to Size Your Local Market

Recent population surveys (2004) indicate that there are approximately 40 million people in the United States of Hispanic origin, up 14 percent since the start of the decade. Thus, Hispanics in general represent 14 percent of the total U.S. population. Just under two-thirds (63%) of Hispanics living in the United

³ Pew Hispanic Center, *Billions in Motion: Latino Immigrants, Remittances, and Banking*, 2002, p. 3. The entire report can be consulted at: <http://pewhispanic.org/files/reports/13.pdf>.

States are of Mexican origin (approximately 25 million people). The number of persons of Hispanic origin is expected to grow to nearly 48 million by 2010 and to 60 million by 2020. Traditionally Hispanics were concentrated in nine states with around 80 percent residing in Arizona, California, Colorado, Florida, Illinois, New Jersey, New Mexico, New York, or Texas. Although these states continue to have significant Hispanic populations, additional states are now experiencing high-growth rates among Hispanics according to the most recent national census (2000). The new population growth is most evident in Georgia, Nevada, Massachusetts, North Carolina, Oregon, Virginia, and Washington.⁴

You can get detailed information about your state and county, in many cases, from the U.S. Census Bureau. These demographic data are readily available free of charge on the Internet. In analyzing the information you should bear in mind that they represent conditions when the 2000 Census was taken and the conditions in your area may have changed since then. Nevertheless, the 2000 data can be used as a benchmark. State agencies, community groups and Mexican Consulate officials may also be able to provide more up-to-date estimates for your area.

The steps below outline how to easily find information on “Hispanic or Latino” populations in your area.

State-level data:

1. Go to the data tool at the U.S. Census Bureau web site: www.factfinder.census.gov
2. Click on Search in the blue toolbar across the top
3. Choose the “geography” tab.
4. Click on “[Show more selection methods and more geographic types](#)”
5. In the “Select a year and program” box, choose “Census 2000”
6. In the “Search for” box, choose “State”
7. The screen will reload. In the “Select a geography and click 'OK'”, choose your state and you will see new Search Results.
8. About half-way down the page, click on “[QT-P9. Hispanic or Latino by Type: 2000](#)” and the results for your state will appear.
8. Look for the row labeled “Mexican” under “HISPANIC OR LATINO BY TYPE” which gives you a population number and percent on state population for persons of Mexican origin living in that state at the time of the 2000 census.

County-level data:

1. Go to the data tool at the U.S. Census Bureau web site: www.factfinder.census.gov
2. Click on Search in the blue toolbar across the top
3. Choose the “geography” tab.
4. Click on “[Show more selection methods and more geographic types](#)”
5. In the “Select a year and program” box, choose “Census 2000”
6. In the “Search for” box, choose “.....County” under the State level data
7. In the “Select a state” box, choose your state and a menu of counties will appear.
8. In the “Select a geography and click 'OK'” box”, click on the county you are interested in, click “OK”
9. About half-way down the page, click on “[QT-P9. Hispanic or Latino by Type: 2000](#)” and the results for the selected county will appear.
10. Look for the row labeled “Mexican” under “HISPANIC OR LATINO BY TYPE” which gives you a population number and percent of the county’s population for persons of Mexican origin living in that state at the time of the 2000 census.

⁴ *Hispanics: A People in Motion*. A report by the Pew Hispanic Center, 2005. The report is available at: <http://pewhispanic.org/files/reports/40.pdf>.

If your financial institution is located in a larger city, you can quickly compare the results for your area to other cities in the United States. Click on the URL below and page down for the table entitled “No. 35. Cities with 250,000 or More Inhabitants in 2000—Hispanic and Non-Hispanic Groups: 2000.” The column labeled “Mexican” lists the number of Mexicans living in each city.

<http://www.census.gov/prod/2003pubs/02statab/pop.pdf>

Providing Banking Services to the Mexican Community in United States

A challenge faced by banks and credit unions in developing a customer base among the growing number of Mexicans living in the United States is that bank account ownership is often low in their country of origin. Various estimates place the percentage of the Mexican population using a bank account between 25 and 35 percent. To help alleviate this problem, the Federal Reserve Banks are collaborating with L@Red de la Gente, a credit union league in Mexico, to offer a website allowing U.S. financial institutions to register an account at a credit union for a third-party (payment beneficiary) in Mexico. Directo a México transfers can be made to this account. This web-based utility will alleviate the problem of your customer’s family not having a bank account in Mexico to make transfers to. The project is being piloted in Fall 2005 and will later be opened to all financial institutions offering the Mexico Service.

Of course, the lack of a deeply-rooted banking culture in Mexico is not the only reason that Mexicans living in the United States have shied away from using banks here. Lack of documentation or residency status, poor English language skills, and concerns about what would happen to their money if they were deported are also important reasons that Mexican immigrants in the United States can be hesitant to use financial institutions.

Financial institutions can alleviate some customer concerns about funds availability and the possibility of deportation by providing a debit card (along with tips on using the card properly) for the customer to access their funds – in the United States or Mexico – by using any ATM. Alternatively, your financial institution could keep a pre-signed authorization to transfer the customer’s funds to an account in Mexico if the customer notifies you that he or she has been deported.

There are, however, encouraging signs for the future. A recent study using focus groups of documented and undocumented Mexicans in the United States found that these individuals had very positive attitudes about U.S. banks and the safety of their funds in those institutions.⁵ This is an indicator that the trends in this area are beginning to change as immigrants are exposed to financial services in the United States.

The success stories in attracting Mexicans as a new customer base share a common approach. Successful institutions have found workable solutions to some of the common concerns mentioned above. Not surprisingly, success in opening new accounts and products is related to offering an attractive proposition to the individual – which may not necessarily be the same offerings the financial institution always had.

The remainder of the Customer Guide focuses on steps that your financial institution can take to become more attractive to Mexicans living in the United States. First, there are the “Seven Tips” to enhance the customer relationship and signal that your financial institution is serious about attracting Mexican customers. These tips are followed by ten great marketing ideas to promote customer usage of your Directo a México program.

⁵ Hogarth, Jeanne, et. al. *Banking on Remittances: Increasing Market Efficiencies for Consumers and Financial Institutions*. April 2005. http://www.chicagofed.org/cedric/files/2005_conf_paper_session3_hogarth.pdf.

Seven Tips

1. **Speak the Language** – Help break the language barrier by having at least one employee who speaks Spanish and can help potential customers in their native language. An additional step would be to have basic account opening and customer communication documents translated into Spanish. The Directo a México poster, brochure, statement insert, and radio script were created to help your financial institution with this dual language need.
2. **Examine Forms of Acceptable Identification** – The types of authorized documents for account opening should be reviewed if banks are interested in providing deposit accounts, check cashing or remittance services. Many banks now accept the *matrícula consular* (consular identification) issued by the Mexican government as a document for account opening. It is a high-security identification card issued by the Mexican consulates in the United States as proof of Mexican citizenship and local residency. As always, you should discuss this important procedural question with your compliance officer.⁶
3. **Set Affordable Fees for Basic Services** – Considering that many Mexicans in the United States are low income, banking fees would necessarily be affordable to attract this customer. Similarly, minimum balances in check accounts and ATM fees would also need to be low to promote customer retention as fees for going below the minimum balance could inhibit the customer’s interest in keeping the account.
4. **Offer Needed Services like Check-Cashing and Remittances** – Some Mexican customers new to banking may at first only feel comfortable with check-cashing and deposit accounts. Over time, however, financial institutions can introduce the customer to the savings in time and expense offered by Direct Payment. As many Mexicans send money on a regular basis, secure and affordable remittances are a service that the customer needs on a regular basis. The ability to offer a low-cost, secure, and fast transfer like Directo a México is a plus for the customer who values time and money.
5. **Provide Access to Financial Education and Planning** – Providing core banking services is only the first step in a solid, long-lasting customer relationship. Providing or directing the customer to good sources of financial education is also an important step in that relationship. Having this knowledge would help your customer make more informed decisions about financial services and teach the customer the importance of budgeting and saving – which in turn helps him or her to be a more informed customer. Some financial institutions also offer financial education seminars, often in association with local community groups.
6. **Make Your Bank Available and Approachable** – Like everyone else, Mexicans living in the United States are busy with their work (many have more than one job), family, and daily lives, so accessible branches with extended business hours and ATMs would be valued by the customer. Some banks have taken the extra step to decorate branches in areas where Latinos live and shop in colors and styles that make them more visible and welcoming to Latino customers.
7. **Train Your Tellers** – Your tellers and front-line staff can be valuable assets in communicating to potential Mexican customers that he or she is valued by your financial institution. Even if the staff person does not speak Spanish, a friendly smile and Spanish-language greeting like “hola” (hello) can make the customer feel welcome as he or she is directed to speak with the Spanish-speaking staff. Place a sign stating “Hablo Español” (I speak Spanish) at the teller station where your Spanish speaking employee(s) work. Train all the tellers in the customer-oriented features of Directo a México (see page 2) and instruct them to offer Directo a México transfers to Mexican customers. Every transaction is an important customer-relationship opportunity for your tellers. After the customer makes a deposit or withdrawal, the Spanish-language Directo a México customer brochure can be handed over the counter with another friendly gesture, “Muchas gracias.”

⁶ For a banking-focused discussion, see “The MATRICULA CONSULAR: BIG Problem - Accept It Or Not?” The article is available on-line at: <http://www.bankersonline.com/articles/bhv12n10/bhv12n10a1.html>.

Great Ideas to Promote Customer Usage of Directo a México

The list below contains a variety of easily approachable steps to make the local Mexican community aware of your product offerings. Of course, it is by no means an exhaustive list – each community offers unique venues and activities which also lend themselves to promoting your new product.

1. Traditional Bank Communications – There are a variety of traditional techniques that can be applied successfully to promote new products like Directo a México.

Posters – The Directo a México poster can be sized and displayed anywhere customer attention may be focused. Displaying a larger poster by the front door or in a window would be a visible place to communicate to those walking by that a remittance product – which Mexicans living in the United States use frequently – is available. The poster allows you to prominently place your financial institution's logo or name in the upper right-hand corner.

Lobby Cards - The bilingual Lobby Cards included in your promotional kit are an easy way to display your new product offering in high-traffic areas where your customer will be such as the teller window, drive-through, or check cashing line.

Brochures – Your kit also includes copies of a brochure in Spanish that can be placed in your lobby (and other venues) to easily communicate the attractive consumer features of Directo a México. It also describes how to make the transfers and includes Frequently Asked Questions. The brochure also allows you to place your financial institution's logo on the back page.

Statement Inserts – Another economical way to make customers aware of your products is to print a brief message on your statement or to include an insert in the monthly statement. Of course, this same text can also be placed on your website for customers using the internet. Sample text and lay-out for a Directo a México insert is also included in your promotional kit.

New Accounts Materials – Coordinate with the person who assembles your New Accounts Materials to include a Directo a Mexico customer brochure or statement insert.

New Product Promotions – One way to encourage consumer awareness and adoption of your new Directo a México product is to offer enticing awards to early adopters. While a range of awards could be attractive, giveaways that help meet the needs of low-income households may be both quickly enticing to the consumer and also produce valuable word-of-mouth advertising for your financial institution. Some ideas for these types of promotional awards would include prepaid phone cards to Mexico or gift cards to local supermarkets or discount centers for customers who make a predetermined number of Directo a México transfers during a promotional period. While patterns of remittances vary, most people send funds home once or twice a month. A six month promotional period would then include between six and twelve transfers. Some banks have also provided the first transfer free of charge or offered soccer jerseys as a promotional award for completing a specified number of transfers.

2. Community Partnerships with Local Employers – Your bank already has extensive relationships with local employers. Identify which of these may have a significant number of Mexican employees. The employer can provide a helpful, cost-cutting service to the employee by making Direct Deposit available and by making them aware of Directo a México. Once these new ties are established, your bank may also want to consider offering a service where a regularly-occurring remittance could be

debited directly from the customer's account for a lower fee than the over-the-counter transfer. These partnerships offer benefits to all parties.

- 3. Booths and Leafleting at Latino Shopping Centers** – A manifestation of the growing immigrant population in many communities is the proliferation of specialized shopping center(s) offering food and merchandise from the home country. If your community has significant numbers of Mexicans living there, there is very likely one of these shopping centers nearby. Contact the center's management and see if it will allow you to set up a table or pass out leaflets to customers that promote your financial institution and Directo a México. Naturally, this effort will likely be more successful if you have Spanish-speaking personnel representing your presence there.
- 4. Booths and Leafleting at County Fairs and Rodeos** – Many Mexicans living in the United States emigrate from the countryside where rural activities like county and agricultural fairs or rodeos are popular. These are equally popular in the United States and are often attended by large numbers of Mexicans from the surrounding area. Your financial institution could sponsor a booth to promote your services and to distribute Directo a México brochures.
- 5. Become Familiar with your Mexican Consulate** – The Mexican Consulates located around the United States are centers for information on activities and programs important to Mexicans living here. The Consulates are familiar with and supportive of Directo a México as an affordable mechanism to transfer money and also support efforts to bank Mexicans who are unbanked on both sides of the border. Make sure the staff at the Consulate is aware that your financial institution is offering these important services and ask them to help make the local population aware of your activities and branch locations. The URL below lists the Mexican Consulates located in the United States.

<http://portal.sre.gov.mx/usa/index.php?option=displaypage&Itemid=111&op=page&SubMenu=>

- 6. Sponsor Financial Education Programs** – These programs provide educational content but also help shape ideas about formal financial services. There are a variety of these programs in practice today at every level. Middle and high school curriculum often includes financial education, and similar learning is available in adult educational outreach programs. Depending on the area, these programs are often offered through community and faith-based groups. These groups are generally very aware of the needs and challenges confronted by their constituencies. Networking and dialogue with these groups could be helpful not only in identifying the types of financial products that are needed locally but also in getting the word out and promoting your institution's offerings. The Directo a México transfer service is likely to be of interest to community groups because it supports some of the same goals they are concerned about – banking the unbanked, personal safety, and low-cost remittances.

There are excellent financial education materials available in Spanish. The Federal Deposit Insurance Corporation (FDIC) created an adult financial education program called *Money Smart* in several languages, included Spanish, that is available free of charge on the Internet. To view or download the Money Smart program in English or Spanish, go to:

<http://www.fdic.gov/consumers/consumer/moneysmart/mscbi/mscbi.html>

The Appleseed Foundation also makes available a series of “Financial Access” brochures in English and Spanish that can be downloaded from the Internet by your institution. Go to the URL below for a list of the topics:

http://www.appleseeds.net/CP2005_FinAccess.html

Both the FDIC and the Appleseed Foundation provide CDs or hard copies of the materials upon request.

- 7. Market your Services on the Radio** – AM radio is a very popular news and entertainment media among Latinos in the United States. Many communities now have more than one radio station dedicated to Spanish-speaking audiences. The script for a radio spot advertising Directo a México transfers included in your promotional kit is designed as an on-the-air message. Contact your local radio station to determine the cost to have the deejay read your message on the air or to record this short message as an ad to be placed during key air time. The text also allows you to insert the name of your financial institution in the spot. There is also optional text about low-cost bank accounts.

- 8. Local Media Coverage of your Efforts** – The consumer benefits inherent to Directo a México may be of interest to your local media outlets. Both newspapers and local television stations often report on programs of community interest. This can be a very effective way to share information with the larger community about the programs offered by your financial institution. Some localities also have Spanish-language newspapers and television stations or affiliate stations that could also be interested in reporting on this issue. Although not an exhaustive list of affiliate stations, the URL below lists the location, address, and contact information for dozens of Spanish-language television stations affiliated with the Univision network throughout the United States.

http://www.univision.net/corp/es/mp_directory.jsp

- 9. Get Listed on the Profeco Website** – Profeco or Mexico's Department of Consumer Protection (Procuraduría Federal del Consumidor), offers U.S. banks the opportunity to list their remittance offering on the Profeco website. The name and addresses for all of a bank's branch locations can be listed, as well as the prices the bank charges to send money to Mexico via the FedACH International Service. The website is being updated to list the Directo a México product name. The website is part of an educational effort by the Mexican government to promote informed consumer choices when purchasing remittances. Although many Mexicans living in the United States do not have direct access to the Internet to compare prices, information on this website is often shared by community groups and other with Internet access. Having a listing here is a way to quickly market your services for zero cost. For further information on being listed on the Profeco website, consult your FedACH InternationalSM Mexico Service Implementation Manual.

- 10. Satisfied Customers and Word of Mouth can be a very Effective Tool** – Probably the most powerful promoter of Directo a México can be the satisfied customer. Once the customer sees the benefits in remitting funds over bank-to-bank channels, the customer will likely share the value of Directo a México with family, friends, and associates. New customer referrals could be another opportunity to implement a customer reward program to help your institution spread the word and quickly build a successful product launch.

Terms of Use of Directo a México Promotional Materials

The Federal Reserve Banks and Banco de México are providing these promotional materials to financial institutions as a convenience to help market the Directo a México service to the financial institution's customers. The Federal Reserve Banks provide the FedACH International Mexico Service to the financial institution, which in turn can be offered as the Directo a México service to the financial institution's customers. The financial institution is responsible for how it utilizes the FedACH International Mexico Service to provide the Directo a México service to its customers. Unless otherwise authorized, the Directo a México name and materials can only be used when the financial institution is providing a service using the FedACH International Mexico Service with all its characteristic features. These include next banking day delivery of funds to the beneficiary, foreign exchange rates equivalent to the settlement day rate posted on the FedACH International Exchange Rates website, and the absence of additional fees or deductions assessed to the beneficiary. It is also up to the financial institution to ensure that the information provided and statements made in these promotional materials are accurate and truthful as they apply to the Directo a México service that the financial institution provides to its customers. It is also the responsibility of the financial institution to ensure that its use of these materials and any suggestions provided in these materials comply with all applicable laws and regulations. These materials may only be modified to the extent that is explicitly stated in the materials. These materials should not be used unless they are accurate and truthful as they apply to the Directo a México service offered to a financial institution's customers. The name "Directo a México" and/or the Directo a México logo may only be used when referring to the automated clearinghouse service you provide to your customers through the use of FedACH International Mexico Service. Neither the "Directo a México" name nor logo may be used in connection with any other services that a financial institution provides to its customers. The term "Directo a México" may only be used in association with the origination of FedACH InternationalSM Mexico Service items.

Directo a México is a service mark of the Federal Reserve Banks and the Banco de México.
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