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**CULedger Undergoes Rebrand, Changes Name to BonifiiTM**

With more focus on growing solutions to deliver privacy, security and trust, CULedger announces company name change.

**Denver, CO (March 3, 2021)** – CULedger, an industry leader in privacy- and security-enhanced solutions announces today the changing of its name to [**Bonifii**](http://www.bonifii.com).  This rebranding strategy reflects both the evolution of the company and its vision for future solutions.

CULedger started in 2017 as a research to action project from CUNA’s National Credit Union Roundtable focused on the development of a proprietary blockchain/distributed ledger network and a product exclusively used for call center identification purposes. As technology evolved, so did the services the company offers. One of the strongest established use cases for blockchain or distributed ledger technology is decentralized identity which supports the use of best-in-class privacy and security technologies.

Its flagship product, MemberPass(R), is an example of the exchange of verifiable credentials leveraging a combination of distributed ledger, biometrics and cryptography to protect credit unions’ consumer and small business members. MemberPass is a digital passport that allows members convenient access to their financial accounts while allowing control and privacy of their personal information. MemberPass, powered by Bonifii, will change the way consumers engage and interact with products, services, and information in a digital financial world, and soon in other industries like health care, travel and government.

Earlier this year, Bonifii announced the acquisition of CUFX (Credit Union Financial Exchange) from CUNA’s Technology Council. Under Bonifii, CUFX will be positioned as the exchange of data supported by a systems integration standard and will allow credit unions to increase the speed to become more digital.

“The brand, Bonifii, is a play on the word “bona fide,” which means genuine or authentic and is reflective of our flagship MemberPass product.  The “ii” at the end of Bonifii is a symbolic reference to our mission which is to deliver a trusted and verifiable peer-to-peer exchange network,” explains Julie Esser, senior vice president of marketing and communications for Bonifii.

Consumers trust their financial relationships.  Now financial institutions can invest in and deploy trust-first technologies to give consumers confidence and peace of mind while reducing fraud and improving the member relationships. To learn more about Bonifii, please visit our web site at [www.bonifii.com](http://www.bonifii.com).

**About Bonifii**

Denver-based[Bonifii](http://www.bonifii.com) is the financial industry’s first verifiable exchange network designed to enable trusted digital transactions using open standards and best-of-breed and security technologies. Its mission is to provide a premier digital network of peer-to-peer financial exchange for financial cooperatives.  The network brings a high degree of assurance to the exchange of value between peers over the Internet and other digital networks and streamlines processes affected by expensive, inefficient, proprietary and siloed systems. To learn more about Bonifii, visit[www.bonifii.com](http://www.bonifii.com), email us at [sales@memberpass.com](mailto:sales@memberpass.com) or follow the company on the Bonifii blog, LinkedIn or Twitter.

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