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**Score Big with the New Orlando Magic and VyStar Credit Union
Co-Branded Visa® Credit Card**
University of North Florida Students Collaborate on Marketing Campaign

Orlando, FL - In a landmark partnership, VyStar Credit Union and the Orlando Magic are thrilled to announce the launch of a co-branded credit card, offering fans an unprecedented way to support and celebrate their team. This collaboration continues to bolster VyStar's role as the Official Credit Union of the Orlando Magic, bringing exclusive benefits and experiences to its members.

The partnership between VyStar and the Orlando Magic reflects both organizations' commitment to fostering community spirit and development. By combining their strengths, VyStar and Orlando Magic are not only offering unique financial products but also engaging in community outreach programs and charitable initiatives. These efforts aim to support local businesses, enhance educational opportunities and promote financial fitness across the region.

"This collaboration is a testament to the power of teamwork beyond the basketball court, illustrating how strategic partnerships can ignite a wave of excitement and energy among our members," said VyStar Credit Union SVP, Florida Market President Lysa Barbano. "We launched the new debit card in the spring and now the credit card allows VyStar members to show their support for the team wherever they use their card."

The new VyStar Orlando Magic Visa® Signature credit card boasts an array of benefits tailored to enhance the fan experience to unprecedented levels. Key highlights include:

- **Exclusive Discounts:** VyStar cardholders enjoy up to 35% off tickets to select regular season Magic home games, a fantastic way for fans to watch their favorite team in action while saving money.
- **Merchandise Offers:** Cardholders have exclusive access to special merchandise offers, allowing them to show their team pride like never before.
- **Fan Experiences:** Owning the card opens the door to unforgettable fan experiences, offering deeper engagement with the team beyond game days.
- **Everyday Rewards:** Beyond the basketball court, the credit card rewards members on everyday purchases with points that can be redeemed for a variety of items such as travel, merchandise and gift cards.

"The Magic are thrilled to continue the momentum with VyStar as we announce the launch of this co-branded credit card," said Orlando Magic Senior Vice President of Global Partnerships J.T. McWalters. "Magic fans can continue to show their pride in their hometown team while receiving exclusive perks as



VyStar card holders. We can't wait to share the unique fan experiences along with a variety of discounts and offers with the VyStar community.”

This initiative also highlights VyStar's commitment to community engagement and student education through its collaboration with the University of North Florida (UNF). Students from UNF played an active role in developing the marketing campaign for the VyStar Visa® Orlando Magic debit and credit card, gaining invaluable experience by shadowing the VyStar Marketing Department and meeting with members of the Orlando Magic. Under this collaborative effort, students were given the chance to immerse themselves in developing a comprehensive marketing campaign.

More than 800 debit cards were opened within the first six months of the campaign launch. “In our collaboration with three of the University of North Florida's brightest students, we've seen firsthand the incredible value that hands-on, real-world experience brings to both students and our business,” said VyStar SVP of Marketing Strategy and Member Engagement Jonathan Hanson. “The creativity and insight provided by these students have not only enriched our launch strategy but also have contributed to building a robust pipeline of future marketing leaders.”

To learn more about the Orlando Magic and VyStar Credit Union co-branded team credit and debit cards and special ticket offers, visit the Orlando Magic app, vystarcu.org/perks or a VyStar branch. A list of VyStar locations can be found at vystarcu.org/locations. Become a VyStar Member and explore these exclusive offers by visiting vystarcu.org, visiting a local VyStar branch or calling VyStar's Contact Center at 904-777-6000.

VyStar has more than 80 full-service branches in Florida and Georgia, including 20 in Central Florida. VyStar members also have access to over 55,000 surcharge-free ATMs worldwide. In 2023, VyStar donated \$6.6 million in support of the communities it serves. In doing so, VyStar lives out its purpose to Do Good.

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About VyStar Credit Union

VyStar Credit Union is the second-largest credit union headquartered in Florida, with over 80 branches and now serves more than 985,000 members with assets of over \$14 billion. VyStar is the top mortgage lender in Northeast Florida and a major employer in the region with over 2,500 employees across the communities it serves. VyStar membership is open to everyone who lives or works in the 49 contiguous counties of Central to North Florida, 29 Georgia counties, and past and present military members and their families all over the world. For more information, visit vystarcu.org, and follow us on [Facebook](#), [Instagram](#), [X \(Twitter\)](#), and [LinkedIn](#).

About the Orlando Magic

Orlando's NBA franchise since 1989, the Magic's mission is to be world champions on and off the court, delivering legendary moments every step of the way. Under the DeVos family's ownership, the Magic have seen great success in a relatively short history, winning seven division championships (1995, 1996, 2008, 2009, 2010, 2019, 2024) with seven 50-plus win seasons and capturing the Eastern Conference title in 1995 and 2009. Off the court, on an annual basis, the Orlando Magic gives more than \$2 million to the local community by way of sponsorships of events, donated tickets, autographed merchandise and grants. Orlando Magic community relations programs impact an estimated 100,000 kids each year, while a Magic staff-wide initiative provides more than 7,000 volunteer hours annually. In addition, the Orlando Magic Youth Foundation (OMYF), which serves at-risk youth, has distributed more than \$29 million to local nonprofit community organizations over the last 34 years. The Magic's other entities include the team's NBA G League affiliate, the Osceola Magic, 2021 G League champions; the Orlando Solar Bears of the ECHL, which serves as the affiliate to the NHL's Tampa Bay Lightning; and Magic Gaming of the NBA 2K



League. The Magic play their home games at the award-winning Kia Center – voted by fans no. 1 in the NBA for game experience; honored with TheStadiumBusiness Awards' Customer Experience Award; named Sports Business Journal's Sports Facility of the Year; and awarded the Venue Excellence Award (VEA) by the International Association of Venue Managers. For ticket information, visit OrlandoMagic.com or call 407-89-MAGIC.