

# WESTERN UNION®

**I'M SENDING**  
so much more than money

Fast, reliable, worldwide money transfer.

**WESTERN UNION®**

## THE MARKET

It's hard for many Americans to picture their lives with an absence of credit cards, debit cards, or checks to move their money. However, a significant part of the population prefers to use cash instead. To accommodate this large segment of consumers, another kind of financial service is hard at work: money transfer.

Western Union introduced its money transfer service in 1871, and the company remains a leader in the industry today. Western Union Money Transfer® is a vital service to millions of people around the world who rely on Western Union to transfer their hard-earned money to help their families pay for essentials like rent, food, and clothing. Western Union is proud of the valuable service it offers and the role that it plays in helping people connect with loved ones near and far.

Money transfer is often a preferred method for many immigrant workers sending money home to their families. The international remittance market continues to grow as more and more individuals leave their home countries in search of broader economic opportunities. In fact, recent reports indicate that more than 175 million immigrants live outside their country of birth.

Western Union operates in more than 195 countries and territories through an extensive Agent network, including more

than 212,000 Agent locations around the world in businesses such as supermarkets, convenience stores, banks, and post offices. Additionally, Western Union employees represent more than 70 nationalities and speak 75 languages.

Headquartered in Denver, Colorado, as a subsidiary of First Data Corporation, Western Union focuses on three main categories: money transfer, payment services, and prepaid services.

## ACHIEVEMENTS

The Western Union Telegram® message is a time-honored icon of communication — immortalized in film, television, and hit songs such as “Western Union,” recorded by Elvis Presley and later the Five Americans. Other songs touting the



brand also climbed the charts, including the famous “Hey Western Union Man” by Jerry Butler and “Western Union Wire” by Kinky Friedman.

While Western Union is best known for its telegram and money transfer services, the company has also made its mark bringing many “firsts” to the marketplace. These firsts include completing the first transcontinental telegraph line, improvement of the stock ticker, launching the first consumer charge card, offering inter-city facsimile service, and launching the United States’ first domestic communications satellite into space. In its more than 150-year history, Western Union has clearly established itself as a vital part of modern business and communications.

## THE PRODUCT

Consumers and businesses can quickly, reliably, and conveniently transfer funds, send payments, or prepay for services using the Western Union® proprietary money transfer network. The Western Union Money Transfer service is available online at westernunion.com, via telephone through the 1-800-CALL-CASH® number, and through Agent locations worldwide.

Western Union started in commercial payment services in 1989 with a service created for creditors to collect payments. Today, Western Union offers several easy payment options that are



used by millions of consumers to send payments for their mortgages, auto loans, utilities, and more. The company has also added services to send cash payments for airline tickets or catalogue purchases.

Prepaid services continues to be a growing area for Western Union. Consumers can use the company’s vast Agent network to replenish their wireless phone minutes or prepay for local phone service. They can also purchase a Western Union® Prepaid MasterCard® card at participating Western Union Agent locations and use it wherever MasterCard® debit cards are accepted.

Not forgetting the company’s roots, Western Union still offers messaging services through a variety of direct mail services and even

offers telegrams via the Internet for consumers who want to send a message with a personal touch.

## HISTORY

In 1851, a group of New York businessmen started the New York and Mississippi Valley Printing Telegraph Company. In 1856 the company changed its name to the Western Union Telegraph Company, symbolizing the “union” of eastern and western telegraph lines into one system, following the acquisition of a series of competing telegraph systems.

On October 24, 1861, Western Union completed the final portion of the construction of the Transcontinental Telegraph Line. The final portion stretched from Omaha, Nebraska, to Sacramento, California, thus completing the first communications link between the Atlantic and Pacific coasts. Remarkably, construction took only three months and 20 days. From those ambitious beginnings, the first national communications network was born.

Western Union then entered the international telegraph business in the 1860s, providing service to Canada and Mexico. Following the Civil War, westward expansion created a need to move capital, leading Western Union to introduce its money transfer service in 1871. The service accelerated when the United States entered World War I, and relatives began wiring money to soldiers throughout the United States and Europe.

Western Union became known as “The Nation’s Timekeeper” in 1877, when it first introduced Time Service — sending out electronic impulses that regulated clocks in government buildings, schools, banks, and more, ensuring that they always displayed the correct time. Eventually, over 100,000 subscriber clocks would be in service. In 1884, Western Union became one of the original stocks listed on the Dow Average.



## RECENT DEVELOPMENTS

Western Union celebrated the opening of its 200,000th Western Union Agent location this past year. In keeping with this continuing growth, Western Union carried out the international expansion of its consumer Web site, westernunion.com, enabling consumers in the United Kingdom to conduct transactions. Additionally, the company started testing Next Day and Direct to Bank money transfer service options in the United States.

For employees, advertising agencies, and Agents, Western Union recently launched a global brand identity Web site, Western Union Brand Center. This Web site received “Honors” in 2004 from the iNOVA Awards in the Brand Building category. This resource tool is helping support a global mainstream brand by providing a cohesive, Web-based environment to assist and advise on the proper use of the brand.

## PROMOTION

Western Union has been at the forefront of innovation for more than 150 years. Its vast service offerings dedicated to consumer needs and its respected brand have made Western Union competitive in the marketplace. The company has grown tremendously worldwide and remains focused on building its global brand. A new global advertising campaign was launched in the spring of 2003. In 2005, Western Union continues to concentrate on establishing a personal/relevant connection with its consumers, showing that the company understands that its business is about much more than sending or receiving money.

“We believe that the service we provide goes beyond the transaction. Our customers are sending so much more than money — they are sending love, hope, and dreams. We continue to build on our heritage of speed, reliability, convenience, and trust, while letting our consumers know we understand that the money takes on a greater importance,” says Christina Gold, president of Western Union Financial Services, Inc. “Our goal is to strengthen our relationship with our consumers and grow with their needs and aspirations.”

To further support the consumer-focused strategy, Western Union offers the Western Union® Gold Card Rewards Program, a loyalty program designed to reward consumers for frequent use of Western Union services. The card speeds up the time it takes to send money transfers and bill payments. Consumers are awarded points that can be redeemed for a variety of rewards, and they earn free phone

time on every qualifying transaction. In the United States, enrollment in the program is automatic, free, and available to all Western Union consumers. In some countries, Western Union offers loyalty programs featuring added convenience only.

## BRAND VALUES

Speed, reliability, convenience, and trust — these attributes have been continuously reinforced and built upon over the company’s more than 150-year history and remain the foundation upon which the company operates.

The First Data Western Union Foundation has been entrusted to further the global values of First



Data Corporation by contributing to the improvement of health, education, and human services for those most in need. The Foundation focuses on four distinct

areas of giving: Global Grant Making, Post-Secondary Scholarships in the United States, Employee Matching Gift Program, and Disaster Relief. In 2004, the Foundation donated more than \$11 million to nonprofit organizations worldwide.

Much of the Western Union history has been set forth in various historical documents as well as through oral renditions by long-tenured employees; the facts as represented here are accurate to the best of the company’s knowledge.

## THINGS YOU DIDN'T KNOW ABOUT WESTERN UNION

- In 1865, Ezra Cornell, partner in Western Union, used his earnings, including those from Western Union, to found Cornell University in Ithaca, New York.
- In 1861, the Transcontinental Telegraph was built. Edward Creighton built the eastern part of the line, and his earnings, including those from Western Union, were later used to establish Creighton University in Omaha, Nebraska.
- During the time of telegraph use, Western Union created “metal money,” a form of credit card for Western Union services.
- Many famous artists, musicians, and actors once worked for Western Union, including Thomas Edison as a telegrapher; Norman Rockwell, who painted telegram art; and Andrew Carnegie, who was a messenger boy.