



Contact:

Jon Jeffreys, President - jjeffreys@studentchoice.org

Scott Patterson, EVP - spatterson@studentchoice.org

Credit Union Student Choice

(800) 446-7453

FOR IMMEDIATE RELEASE

Eli Lilly FCU to Enter Student Lending Business to Serve Members and Drive New Growth

Washington, D.C. (May 28, 2008)-- Eli Lilly Federal Credit Union, a single-sponsor credit union always looking to expand its value to members, is the latest credit union to sign with *Credit Union Student Choice* – a new CUSO formed to help credit unions provide their own private student loan solution to their members. The \$812 million Indianapolis-based credit union is one of the largest single sponsor credit unions in the country. Membership is currently exclusive to Eli Lilly and Company employees, retirees, contract employees and their families.

“Many of our members do not qualify for federal student aid, but still need assistance with the increasing cost of higher education for their families,” said Rick Thornburg, Senior Vice President, Lending at ELFCU. “Instead of referring members to a bank or other for-profit lender, we want to strengthen relationships and provide credit union value by working directly with our members in this area. *Credit Union Student Choice* brings us experts in the most complex areas of student lending, including servicing, compliance, risk mitigation, and school certification. It lets us make the loan ourselves according to our own credit criteria and with our own rates.”

“Every day we’re hearing about traditional student lenders exiting the market or raising rates due to problems in the capital markets,” explains Thornburg. “Well, we don’t need to access the capital or secondary markets. We are balance sheet lenders. That gives us a competitive advantage in this area of lending where we haven’t had a presence until now, and it creates a significant opportunity to show how credit unions are different. With the fall semester rapidly approaching, our members need better student loan options *now* and we’re excited to provide this meaningful solution for those faced with the daunting challenge of financing higher education.”

Credit Union Student Choice, a new CUSO founded by a group of the nation’s leading credit unions, helps members secure funds to meet the rising cost of higher education and features zero origination fees, significantly lower interest rates, in-school deferred payment, co-signer release, and a graduated repayment option. The unique product is structured as a line of credit, which allows students to make multiple draws over the course of their entire college career after completing just one simple application.

The *Credit Union Student Choice* network enables credit unions to offer their own private student loan program without referring the economic and relationship values of these loans to 3rd parties. The program leverages best of breed partners to handle call center operations, automated credit decisioning, loan servicing and insurance, and fully co-branded websites for each participating credit union. Service partners include the Callahan Credit Union Financial Services Limited Partnership CUSO, Callahan & Associates, PSCU Financial Services, Digital Dialogue, L9.com, Credit Union Direct Lending (CUDL), CU*Answers, as well as experienced student loan servicers.

Credit Union Student Choice is a credit union service organization (CUSO) founded in 2008 by several of the nation's leading credit unions and CUSOs. *Credit Union Student Choice* positions credit unions as leaders in education financing in the 21st century by redefining value for student borrowers and helping credit unions connect with new Gen Y members. The *Credit Union Student Choice* network enables credit unions of all asset sizes and fields of membership to make private student loans that may be held on their own balance sheet to recognize the long-term economic return of the loan relationship versus a one-time referral fee. The CUSO helps credit unions by managing many of the challenges and risks commonly associated with student lending. To learn more or find out how your credit union can participate, call 800-446-7453 and ask for a Credit Union Student Choice representative.