

Press Release *about Credit Unions*

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Callahan's *CUSP* offers trends, comparisons and tactics from CU industry *New issue also features CUSO data and Wright-Patt CU case study*

Washington, D.C. (July 8, 2010) – Despite recent headlines, there are signs that our nation's economy is improving, said **Jay Johnson**, Callahan & Associates' Executive Vice President.

He points to economic trends that indicate a slow but sustainable recovery occurring in manufacturing, auto sales and home purchases. And against this background, analysis of the industry's first-quarter performance show credit union fundamentals strengthening in key areas such as net interest margin, expense management and asset quality.

Commenting in the newest issue of *Credit Union Strategy and Performance (CUSP)*, Johnson said, "Indications are that credit unions reached a turning point as 2010 began, and they are continuing on the road to recovery. Credit unions have managed through the worst of the economic downturn and can now turn their attention to opportunities in the market."

The 1Q-10 issue of *CUSP*, Callahan & Associates' quarterly compendium of credit union industry performance data and related commentary, notes that increased earnings, improved asset quality and strong share growth among the nations' credit unions signal economic improvement within the industry.

In addition to quarterly credit union analysis and peer group comparisons, each issue of *CUSP* provides reviews of CUSO performance, shared insights from credit union leaders, and in-depth credit union case studies looking at successful, bottom-line tactics.

The current issue examines the financial contributions CUSOs bring their owners and highlights the role CUSOs have played in advancing the industry. Interviews with leading senior credit union management – CEO **Gary Oakland** and SVP **Tom Berquist** from BECU, CEO **Leslie Ellis** from CU 1 of Alaska, and SVP **D.G. Markwell** from MAX CU – discuss the important role of community

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outreach for credit unions. And officials from Wright-Patt CU share their tactics and lessons learned in their successful, multi-year branding effort.

“CUSP brings to surface important issues credit unions are wrestling with, as well as the fruits of their efforts,” said Johnson. “For example, credit unions managed through the Great Recession while posting record increases in shares and lending activities – a testament to the industry’s continued focus on the long-term wellbeing of its 91.5 million members.”

For more information about first-quarter findings or to request a copy of 1Q-10 CUSP, visit creditunions.com/CUSP or call (800) 446-7453.

Callahan & Associates is a Washington, DC-based firm specializing in financial publications, software development, strategic planning, and investment management for credit unions. It has been part of the credit union industry for twenty-five years. Visit www.creditunions.com to learn more.

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