

Press Release *about Credit Unions*

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**Credit Union/CUSO Collaborations
 Accelerating Asset, Loan, and Membership Growth**

WASHINGTON, DC – (Friday, June 26, 2009) – Nationwide, 27.8% of all credit unions now participate in at least one Credit Union Service Organization (CUSO), which is proving to be of even greater value in the current recession. Credit unions reported \$1.12 B in investments in CUSOs as of year-end 2008, according to the 2009 spring edition of Callahan’s *Networks & Niches: A Guide for CUSOs and Their Partners*.

“With the financial services marketplace in transition, CUSOs are helping credit unions accelerate their market reach and deepen member relationships,” said Jay Johnson, Callahan Executive Vice President. “Competitive benefits of efficiency and scale, coupled with improved member value, through offerings such as surcharge-free ATM networks, shared branching and other financial services, are proving to be popular with members.”

“Building on the positive momentum of the last two years, the collaboration between credit unions and CUSOs is playing a key role in increasing credit unions’ market share in core business lines, including mortgages, auto loans, credit cards, and student loans,” Johnson continued.

The healthy bottom-line value of this collaboration is highlighted in the *Guide*, as in this comparison of the five-year average annual performance of credit unions through 2008, contrasting those with an investment in or a loan to a multi-owned CUSO and those without:

<i>Five-year Average Annual Performance</i>	<i>Credit Unions <u>with</u> Multi-owned CUSO Investments</i>	<i>Credit Unions <u>without</u> Multi-owned CUSO Investments</i>
✓ Asset Growth -	7.0%	4.5%
✓ Loan Growth -	9.5%	6.4%
✓ Member Growth -	2.8%	0.8%

Source: Callahan’s Peer to Peer Software

The *Guide* captures the depth and breadth of this collaborative market power with coverage of:

- ✓ Key financial data on multi- and wholly-owned CUSOs, including the top credit unions by number of associated CUSOs.
- ✓ Credit union thought-leaders discussing future collaborations.

(MORE)

- ✓ Timely profiles of CUSOs and their leaders successfully assisting credit unions and their members in a down economy.

The *Guide* is sponsored by CO-OP Financial Services, the largest credit union-owned electronic funds transfer (EFT) network in the United States, headquartered in Rancho Cucamonga, Calif. Callahan published the *Guide* in association with The National Association of Credit Union Service Organizations (NACUSO). Headquartered in Newport Beach, Calif., NACUSO was formed in 1985 to help credit unions explore the use of CUSOs and the delivery of non-traditional products and services. NACUSO's core purpose is to be the catalyst for instituting collaboration, innovation, and the reinvention of the Credit Union industry.

For complete details, or to purchase a copy of *Networks & Niches: A Guide for CUSOs and Their Partners*, visit www.creditunions.com/CUSO. Purchasers also receive convenient access to the *CUSO Guide Online*.

Questions? Please call Hunter Moss at (202) 223-3920 ex. 162 or email hmos@creditunions.com

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Callahan & Associates is a Washington, DC-based firm specializing in financial publications, software development, strategic planning, and investment management for credit unions, for more than twenty years.