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FOR IMMEDIATE RELEASE

Credit Union Marketer and Former Chair of CUNA Marketing and Business Development Council Joins *Credit Union Student Choice* CUSO

Washington, D.C. (June 2, 2008)-- The *Credit Union Student Choice* CUSO, launched just last month to give credit union members a “better way” to pay for college, is pleased to announce that Mike Weber, former Vice President of Marketing and Public Relations for Dupaco Community Credit Union and immediate past Chair of CUNA’s Marketing and Business Development Council has joined its management team as Vice President of Marketing. Mr. Weber has worked in the fields of advertising, marketing, and public relations for more than 14 years, the last nine at Dupaco Community Credit Union (\$507M in assets in Dubuque, IA).

“I am thrilled to join *Credit Union Student Choice* and help credit unions enter the field of private student lending,” said Weber. “By entering this market through the collaborative model of *Credit Union Student Choice*, credit unions will not only meet a critical financial need, but also develop stronger relationships with their young adult members.”

Mr. Weber was involved in all facets of credit union marketing during his tenure at Dupaco Community Credit Union, including product development, segmented marketing, research and analysis, and strategic planning and budgeting. He starts in his new role with the CUSO today.

“Mike is exactly the type of marketing leader we need to help make both credit union members and the general public aware of *Credit Union Student Choice* and how cooperatives are helping consumers finance a higher education at a fair price,” said Jon Jeffreys, President of *Credit Union Student Choice*.

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.