

Contact:

Mike Weber, VP Marketing
Credit Union Student Choice
mweber@studentchoice.org
563-599-1193

FOR IMMEDIATE RELEASE

Credit Union Student Choice Reaches 150 Clients with Addition of GTE FCU, NEFCU, and Associated CU

Washington, D.C. (June 29, 2010)—[Credit Union Student Choice](#), the foremost provider of turn-key private student lending services to America’s credit unions, announced that GTE Federal Credit Union in Tampa, FL (\$1.6B in assets), NEFCU in Westbury, NY (\$1.5B in assets), and Associated Credit Union in Norcross, GA (\$1.2B in assets) have become the latest credit unions to join the credit union service organization’s quickly expanding student lending network.

“We are thrilled that these dynamic, progressive credit unions have chosen to partner with *Student Choice*,” said Jon Jeffreys, President of *Credit Union Student Choice*. “Along with these three, we’ve added nearly 50 credit unions in the last five months alone—a wonderful endorsement of the program we’ve built. But most importantly, it means that millions of students and families will have access to fair-value private student loans this summer, from a lender they can trust.”

The addition of GTE, NEFCU, and Associated means that 150 credit unions have now partnered with *Credit Union Student Choice* since the CUSO first launched in May 2008. According to Jeffreys, the expanding client list underscores the opportunity that credit unions are finding in the private student lending market.

“While the government will become the sole lender of Federal Student Loans on July 1, the opportunity for credit unions in private student lending remains extremely strong,” said Jeffreys. “Private loans fill the funding gap faced by families after they have exhausted low-cost sources of financial aid, including Federal Stafford loans. Our credit union partners are finding success in this market through direct loan relationships with students and families from within the communities they serve. And because our program gives credit unions full control over setting interest rates, they can deliver much-needed value to consumers while bringing good business to their bottom line.”

The *Student Choice* network enables credit unions of all sizes to make school-certified private student loans that are held on their own balance sheet. To date, credit unions partnered with *Student Choice* have funded more than \$185 million in loans, helping nearly 15,000 students attend college.

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About Credit Union Student Choice

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 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. Since launching in May 2008 with seven credit union partners, the CUSO has now grown to serve 150 credit unions across the country. It was also recognized in 2009 as a co-recipient of the prestigious NACUSO Collaboration and Innovation Award. To learn more or find out how your credit union can participate, visit www.studentchoice.org or call 800-237-5678 and ask for a Credit Union Student Choice representative.

About GTE FCU

GTE Federal Credit Union was chartered in 1935 to serve employees of the Peninsular Telephone Company. It now serves over 180,000 individuals and businesses and has 28 branches throughout West Central Florida. Through the years the mission of this not-for-profit cooperative has stayed the same: helping our member-owners build and secure their financial success. For more information or to locate one of our branches, please visit www.GTEFCU.org

About NEFCU

NEFCU is a member-owned \$1.4 billion financial institution serving nearly 140,000 Long Islanders. They offer a full array of consumer and business products as well as a full cadre of financial literacy programs and state-of-the-art technology solutions for their members. For more information, visit www.nassaued.org.

About Associated Credit Union

Associated Credit Union, chartered in 1930, is headquartered in Norcross, Georgia. Serving over 155,000 members, Associated CU has assets of \$1.1 billion. The credit union has 28 offices in metropolitan Atlanta and four in Augusta, Georgia at its CSRA CU division. ACU is ranked in the top 150 credit unions in the United States. For more information, visit www.acuonline.org.
