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Credit Union Student Choice President to Address Future of Private Student Loans at CBA Conference

Washington, D.C. (October 13, 2009)—Serving as testimony to the expanding role and increasing influence of credit unions within private student lending, [Jon Jeffreys](#), President of [Credit Union Student Choice](#), will be a featured speaker at the Consumer Bankers Association’s (CBA) Student Lending Conference later this year. During a joint session with representatives from other industry leaders, Jeffreys will address the future of the private student lending market and the successful entry of credit unions into this space.

“Since launching 17 months ago, we’ve now helped nearly [90 credit unions](#) from across the country enter the private student lending market,” said Jeffreys. “By leveraging their balance-sheet lending capability and focusing on economic value, these credit unions have helped nearly 10,000 students attend college at a time of critical need.”

According to Jeffreys, the conference provides an important venue for educating the industry on credit unions and their unique differences. “The student lending and higher education industries are beginning to take note of the positive impact that credit unions are having on this market,” said Jeffreys. “I look forward to sharing our vision and explaining how credit unions will redefine value in private student lending.”

The [CBA Student Lending Conference](#), scheduled for December 9-11, 2009 in Washington, D.C., attracts hundreds of attendees and provides guidance on key legislative, regulatory, and business issues affecting the student lending industry.

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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 more than 80 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.
