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FOR IMMEDIATE RELEASE

Credit Union Student Choice Adds Three More Billion Dollar Credit Unions to Growing Client List

Washington, D.C. (September 14, 2010)—[Credit Union Student Choice](#), the leading provider of turn-key private student lending services to America’s credit unions, announced that Genisys Credit Union in Auburn Hills, MI (\$1.3B in assets), TruMark Financial Credit Union in Trevoise, PA (\$1.3B in assets), and Georgia’s Own Credit Union in Atlanta, GA (\$1.6B in assets) have recently partnered with the fast growing credit union service organization.

“We’re very excited to bring aboard three more progressive credit union partners,” said Jim Holt, Vice President, Sales Operations of *Credit Union Student Choice*. “While our 160 credit union clients range in size from \$20 million in assets to nearly \$9 billion, we’re especially pleased that 31 credit unions over \$1 billion in assets have embraced the private student lending opportunity and chosen the *Student Choice* solution to meet the needs of both their members and the cooperative.”

Since launching in May 2008, credit unions partnered with *Credit Union Student Choice* have now funded more than \$260 million in private student loans to nearly 20,000 students. According to Holt, the emerging influence of credit unions in this market is creating a win-win-win situation for credit unions, colleges, and families.

“Our program enables credit unions of all sizes to make school-certified private student loans that are held on their own balance sheets,” said Holt. “This benefits credit unions in many ways. It allows them to grow and diversify their loan portfolios, makes a positive impact in their local communities, and provides a superior product whereby members will save thousands over the life of the loan.”

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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 Genisys CU

Genisys Credit Union is in the top five largest credit unions in Michigan and serves 125,000 members through 25 branch locations. We are locally owned, locally controlled and continue to be an award-winning organization for financial safety and soundness. Our community involvement spans over 200 events and 5,000 community hours each year. We have a 97% member satisfaction rating for our excellent service, and provide members with multiple channels to access their financial needs including online, mobile banking and 28,000 surcharge-free ATMs across the nation. We also partner with local entertainment venues to offer discount tickets to our members. We truly believe that Genisys is "where you come first." Follow us on Facebook at www.facebook.com/genisyscu and Twitter at www.twitter.com/genisyscu to find out what's new at Genisys. Information can also be found on our Web site at www.genisyscu.org.

About TruMark Financial CU

A full-service financial institution, with its headquarters in Treose, Pa., TruMark Financial is a not-for-profit cooperative dedicated to helping its members reach their financial well-being. Eligibility for membership in TruMark Financial includes people who live, work, worship, go to school, or volunteer in the Pennsylvania counties of Bucks, Chester, Delaware, Montgomery, and Philadelphia. Founded in 1939, TruMark Financial serves more than 91,000 members and has approximately \$1.2 billion in assets. Deposits at TruMark Financial are insured to at least \$250,000 by the National Credit Union Share Insurance Fund of the National Credit Union Administration, a U.S. government agency. "TruMark Financial" is a registered trademark of TruMark Financial Credit Union.

About Georgia's Own CU

Georgia's Own Credit Union is a full service, not-for-profit financial institution founded in 1934. With more than 150,000 members and \$1.6 billion in assets, Georgia's Own is one of the strongest, largest and most trusted financial institutions in the state. In addition to the near 400 sponsor groups served by Georgia's Own, residents of Chatham, Cherokee, Cobb, Columbia, DeKalb, Douglas, Effingham, Forsyth, Fulton, Gwinnett, Hall, Richmond and Rockdale counties are parts of the credit union's field of membership. Georgia's Own currently has 22 branch locations, provides free 24/7 home banking, phone service and bill pay, features a comprehensive call center, and offers over 65,000 surcharge-free ATMs. The credit union is also part of the CU Service Center Network, which enables members to conduct their credit union transactions at more than 3500 locations throughout the country. Deposits at Georgia's Own are federally insured by NCUA for up to \$250,000 with retirement accounts being insured separately up to the same limit. For more information on Georgia's Own Credit Union, visit georgiasown.org. It's Your Future . . . Own It!
