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**FOR IMMEDIATE RELEASE**

***Credit Union Student Choice Expands Financial Literacy Offerings through Partnership with Mapping Your Future***

**Washington, D.C. (June 8, 2009)**—*Credit Union Student Choice*, a credit union service organization that provides turn-key private student lending services to more than 70 credit unions across the country, announced that it has joined the Mapping Your Future Friends program. In doing so, *Student Choice* will support efforts to provide free career, college, financial aid and money management information and services to schools, students and families.

“Credit unions have a long-standing philosophy of ‘people helping people’ and promoting thrift.” said Mike Weber, VP of Marketing for Credit Union Student Choice. “By partnering with Mapping Your Future, we will put that philosophy into action and provide young borrowers with tools and resources that will help prepare them for long-term financial success.”

By supporting Mapping Your Future, Student Choice will provide expanded online information related to career exploration, college preparation, financial aid, and money management. In addition, the CUSO will be able to offer borrowers Student Loan Counseling powered by Mapping Your Future.

“Mapping Your Future welcomes Credit Union Student Choice to the Mapping Your Future Friend’s program,” said Cathy Mueller, executive director for Mapping Your Future. “Their support of Mapping Your Future presents opportunities for both organizations to increase services to students and families.”

Based in Round Rock, Texas, Mapping Your Future is a national collaborative, public-service organization of the financial aid industry—bringing together the expertise of the industry to provide services online. Since 1996, Mapping Your Future has received a number of awards, including recognition for its excellence in content and innovation in technology services.

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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***

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*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, visit [www.studentchoice.org](http://www.studentchoice.org) or call 800-237-5678 and ask for a Credit Union Student Choice representative.*

### **About Mapping Your Future**

Mapping Your Future (MappingYourFuture.org), a charitable nonprofit organization, provides a variety of free programs online to help schools, students and families prepare for college and achieve life goals. More than 3,500 schools around the world use Mapping Your Future's Online Student Loan Counseling services, with more than 10 million students having completed the counseling online. Millions of other children, parents and adults have used the variety of career selection, money management, college preparation and financial aid services and features on the website.

Mapping Your Future's success depends on the collaborative effort and support of guaranty agencies, schools, lenders, and other organizations. The nation's 35 guaranty agencies are the primary sponsors of Mapping Your Future, and their representatives serve on the Board of Directors and leadership committees. Friends Program members provide support for the organization through financial and volunteer contributions.

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Mapping Your Future provides step-by-step instructions on career, college planning, and financial aid. In addition, the site offers Online Student Loan Counseling, money management information and tools and online customer service for schools and their students.

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