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USA Today Articles Highlight Growth of CU Student Choice on Second Anniversary

Washington, D.C. (May 4, 2010)—Nearly two years to the day since the company launched, [Credit Union Student Choice](#) was highlighted in two *USA Today* articles about the private student lending market. Written by well-known Money columnist Sandra Block, the articles focused on recent events in student lending and encouraged readers to check out credit unions if they are in need of a private student loan.

“This type of national coverage underscores the incredible growth we’ve experienced over the last two years, and the increasingly prominent role that credit unions are playing in the private student lending market,” said [Jon Jeffreys](#), President of *Credit Union Student Choice*. “Over the past year, credit unions have enjoyed unprecedented positive media coverage about their ability to deliver fair-value financial services during a time of critical need. That is exactly what our credit unions are doing in private student lending and it’s great to see major media outlets taking note and educating consumers.”

In the midst of ongoing economic turmoil, escalating attendance cost, and increased student need, demand from consumers for private student loans remains very strong. *Credit Union Student Choice*, a credit union service organization (CUSO) owned by several of the nation’s leading credit unions and CUSOs, provides a turn-key program that enables credit unions of all sizes to make school-certified private student loans that are held on their own balance sheet. These loans fill the funding gap that often exists between federal student loans and the rising costs of higher education.

Nearly 130 credit unions have now partnered with *Student Choice* and funded more than \$175 million in no-fee loans, helping nearly 14,000 students attend college. Estimates from *Student Choice* reveal that loans funded through the CUSO’s credit union network have already helped members save more than a quarter billion dollars in fees and interest payments over the term of their loans when compared to publicized pricing at the largest private student loan providers.

“That is real money back in the hands of these members,” said Jeffreys. “It’s a great example of member value creation and something we’re incredibly proud to be a part of.”

Link to USA Today articles:

http://www.usatoday.com/money/perfi/college/2010-05-04-studentloan04_ST_N.htm

http://www.usatoday.com/money/perfi/columnist/block/2010-05-04-yourmoney04_ST_N.htm

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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 nearly 130 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.