

**Contact:**

Mike Weber, VP Marketing  
Credit Union Student Choice  
[mweber@studentchoice.org](mailto:mweber@studentchoice.org)  
563-599-1193

**FOR IMMEDIATE RELEASE**

***Credit Union Student Choice Heads West for Latest Credit Union Partners***

Washington, D.C. (March 15, 2011)— [Credit Union Student Choice](#), the leading provider of higher education financing solutions to America’s credit unions, announced that [Rivermark Credit Union](#) in Beaverton, OR (\$487M in assets), [Chevron Federal Credit Union](#) (CFCU) in Oakland, CA (\$1.5B in assets), and [Unitus Community Credit Union](#) in Portland, OR (\$836M in assets) have recently partnered with the credit union service organization.

“We’re ecstatic that Rivermark, CFCU, and Unitus have chosen to work with *Student Choice* in bringing fair-value private student lending solutions to their members,” said [Jim Holt](#), Vice President of Sales Operations for *Credit Union Student Choice*. “We now have nearly 180 credit unions actively engaged in our program and are extremely well-positioned to help these cooperatives bring much-needed value to students while also growing important member relationships.”

Since launching three years ago, credit unions partnered with *Credit Union Student Choice* have now funded more than \$400 million in private student loans to nearly 25,000 students across the nation. 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 and private consolidation 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.”

-end-

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

**About Rivermark Credit Union**

Rivermark Community Credit Union serves 60,000 members and has over \$480 million in assets. Chartered in 1951, by 58 grocery store employees, the Credit Union will celebrate its 60-year anniversary in 2011. Rivermark is proud to have been honored two consecutive years by the Portland Business Journal as one of Oregon's Top Ten Corporate Philanthropy Companies. Membership is open to anyone who lives or works in 11 Oregon counties. To learn more about Rivermark Community Credit Union visit their website at [www.rivermarkcu.org](http://www.rivermarkcu.org).

**About Chevron Federal Credit Union**

Chevron Federal Credit Union (CFCU), a leading California-based credit union, provides secure financial services to more than 70,000 members around the world. Founded in 1935, the Oakland not-for-profit institution has more than \$1.5 billion in assets.

**About Unitus Community Credit Union**

Unitus Community Credit Union is a not-for-profit, member-owned financial institution serving people who work or live in Multnomah, Washington, Clackamas, Marion, Polk, Yamhill and Clark Counties. Additional information about Unitus is available at [www.unitusccu.com](http://www.unitusccu.com) or by phone at (800) 452-0900. For more information, contact: Laurie Kresl, Vice President of Planning and Business Development, 503-423-8310; [lkresl@unitusccu.com](mailto:lkresl@unitusccu.com)

---