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**FOR IMMEDIATE RELEASE**

**Credit Union Student Choice Pushes Client List to 215 with Addition of Three Credit Unions**

**Washington, D.C. (November 2, 2011)**—[Credit Union Student Choice](#), the foremost provider of higher education financing solutions to America’s credit unions, announced that [America’s First Federal Credit Union](#) in Birmingham, AL (\$1.2B in assets); [Landmark Credit Union](#) in New Berlin, WI (\$1.7B in assets); and [Rutgers Federal Credit Union](#) in New Brunswick, NJ (\$72M in assets) have recently partnered with Student Choice in order to deliver a private student lending program to their members.

“We recognize that offering a private student lending solution is another key component of serving those young adults that will be our borrowers for the next 20 to 30 years,” said Bill Connor, CEO of America’s First Credit Union. “Partnering with *Student Choice* was a great fit for us. Their expertise, turn-key approach, and focused commitment to helping credit unions enter this market will allow us to focus on what we do best—serve our members.”

The most recent signings pushed *Student Choice’s* total client list to 215 credit unions, representing more than 11 million members across the country and a combined \$140 billion in assets.

According to an executive from Landmark Credit Union, it was the credit union’s mission of serving member needs that prompted the decision to enter the market.

“Our members have been vocal about their need for a credit union private student loan,” said Bob Bruemmer, Executive Vice President of Landmark Credit Union. “Obviously, they could get the loan elsewhere but they prefer to deal with Landmark. Now, we can meet and exceed our members’ needs while also growing and diversifying our loan portfolio.”

Joanne Fabian, Vice President of Rutgers Federal Credit Union echoed Bruemmer’s member-centric sentiments.

“We have served the Rutgers Community since 1954, and know full well the need for fair-value private student loans,” said Fabian. “In collaboration with Student Choice, we’re proud to begin offering this beneficial product to our field of membership.”

The *Student Choice* network enables credit unions of all sizes to make school-certified private education loans that are held on their own balance sheet. Since first launching in 2008, the CUSO has now helped its partner credit unions originate more than \$550 million in private student loans to nearly 30,000 borrowers.

“As the country faces ongoing economic challenges, the challenge faced by students and families as they pursue a higher education is only getting larger,” said Jim Holt, Vice President, Sales Operations of *Credit Union Student Choice*. “As not-for-profit cooperatives, credit unions are uniquely positioned to not only offer a funding solution, but to also help members understand their finances, find low- or no-cost college funding solutions, and help them graduate with as little debt as possible. It’s simply about doing what’s right for the member, and doing so in a prudent manner that will ultimately benefit the cooperative.”

“We’re thrilled that Landmark, America’s First, and Rutgers have decided to partner with Student Choice, and we look forward to helping them provide a valuable solution to their members.”

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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 young adults. 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 215 credit unions across the country. To learn more, visit [www.studentchoice.org](http://www.studentchoice.org).*