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FOR IMMEDIATE RELEASE

Credit Union Student Choice Announces Addition to Board of Directors

Washington, D.C. (June 7, 2010)—During its recently-held annual owners meeting, [Credit Union Student Choice](#), a credit union service organization (CUSO) that provides turn-key private student lending services to nearly 150 credit unions, elected Brian McVeigh, Senior Vice President at Lake Trust Credit Union in Lansing, MI to a two-year term on its Board of Directors.

“From day one, *Student Choice* has been entirely credit-union-owned and directed,” said Jon Jeffreys, President of *Credit Union Student Choice*. “We are very fortunate to have an ownership group consisting of leading natural-person credit unions and CUSOs, and a Board that is filled with dynamic industry leaders, all of whom have played an integral role in helping us develop solutions that align with the needs of America’s credit unions and their members.”

Officers of *Credit Union Student Choice*’s Board of Directors include: Tom Ryan, Chairman, Chief Operating Officer, Digital Credit Union, Marlborough, MA; Linda Stephens, Secretary, Vice President of Lending, Wright-Patt Credit Union, Fairborn, OH; and Tom Berquist, Treasurer, Senior Vice President, Member Strategies, BECU, Tukwila, WA.

Other Board members include: Peter Schmitt, President, Total Member Care, A PSCU Financial Services Company; Charles “Chip” Filson, President, Callahan & Associates; and Jon Jeffreys, President, *Credit Union Student Choice*.

Since launching in May 2008, nearly 150 credit unions have now partnered with *Student Choice* and funded more than \$180 million in no-fee private student loans to 14,000 borrowers. 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.

Credit Union Student Choice owners include: Affinity Plus FCU, Saint Paul, MN; BECU, Tukwila, WA; Digital FCU, Marlborough, MA; Eli Lilly FCU, Indianapolis, IN; MIT FCU, Cambridge, MA; NASA FCU, Upper Marlboro, MD; Lake Trust CU, Lansing, MI; San Antonio FCU, San Antonio, TX; Star One CU, Sunnyvale, CA; Suncoast Schools FCU, Tampa, FL; Workers CU, Fitchburg, MA; Wright-Patt CU, Fairborn, OH; PSCU Financial Services, St. Petersburg, FL; Callahan & Associates, Washington D.C., and Callahan Credit Union Financial Services Limited Partnership (CUFSLP).

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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 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.