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Removing Barriers for Texas Families

*Credit Union Resources, Credit Union Student Choice Collaboration
Means Texas Families have More Options to Fund College*

Friday, November 12, 2010 – (Dallas, TX) – According to the National Center for Education Statistics, more than three million young adults are projected to graduate high school in spring 2011. With many of these graduates going onto college, parents will need to determine the best way to pay for higher education. Thanks to a strategic business partnership between Credit Union Resources, Inc. (Resources) and Credit Union Student Choice, parents will now be able to turn to their local credit union for help.

“As students and parents struggle to keep up with skyrocketing college costs, private student loans have become a critical educational funding component for millions of families,” said Bob Gallman, executive vice president of Resources. “By working with the right partner to carefully enter this market, credit unions have a tremendous opportunity to deliver economic value to borrowers, and positive results to their bottom lines.”

[Credit Union Student Choice](#) is the leading provider of turn-key private student lending services to America’s credit unions. The Student Choice solution helps credit unions make direct loans to students and families at a local level, making them an even more valuable resource to their community while providing a genuine opportunity to develop long-term relationships with these borrowers.

According to Gallman, Credit Union Student Choice’s successful track record and credit union-centric business model were key factors in the organization’s decision-making process.

“With 160 credit union clients and more than 20,000 loans on the books, Student Choice has a proven track record of success,” affirms Gallman. “But more importantly, as a credit union service organization, their goals and business model align with the credit unions we serve.”

Since launching in May 2008 with seven credit union partners, Student Choice has now grown to serve more than 160 credit unions across the country. The Credit Union Service Organization’s

(CUSO) turn-key solution allows credit unions of all sizes to make school-certified private student loans that are held on their own balance sheets.

“We are absolutely thrilled that Resources has chosen to partner with our organization,” said Jon Jeffreys, president of Credit Union Student Choice. “We currently work with several credit unions in the state of Texas, and through this partnership we look forward to helping many more lone star state credit unions meet the needs of students and families through the delivery of a fair-value private student loan.”

About Credit Union Resources, Incorporated

Credit Union Resources, Incorporated is an affiliated company of the Texas Credit Union League. It provides credit unions with a wide array of value-based products and services, helping credit unions become more efficient and effective in serving their members. It offers cutting-edge services designed by professionals who understand credit unions and market place trends, including lending products, technology solutions, strategic planning, advertising, marketing research, compliance audits, security reviews, executive searches, staffing and other operational processes. For more information about Credit Union Resources, Inc., please visit www.curesources.coop.

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 more than 160 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.