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FOR IMMEDIATE RELEASE

## **CUcorp Announces Strategic Business Partnership with Credit Union Student Choice**

Washington, D.C. (March 18, 2010)—CUcorp, a wholly-owned subsidiary of the Michigan Credit Union League, and Credit Union Student Choice, a credit union service organization (CUSO) that provides turn-key private student lending services to more than 100 credit unions across the country, recently announced a strategic business partnership between the two organizations.

“Credit Union Student Choice is a leader in private student lending for credit unions and this partnership will help more credit unions offer affordable student loan products to their members,” said MCUL President/CEO David Adams. “As colleges and universities struggle with their traditional funding sources, more families are looking for private student loans, giving credit unions an opportunity to support the educational advancement of their members.”

Credit Union Student Choice provides credit unions of all asset sizes and fields of membership with a turn-key program that enables them to grow and diversify their loan portfolios through the delivery of fair-value private student loans.

“We’re thrilled that CUcorp has decided to partner with our organization,” said Jon Jeffreys, President of Credit Union Student Choice. “CUcorp has been at the forefront of some of the most dynamic programs available to the credit union industry. Their decision to partner with us is just another terrific endorsement of the Student Choice program and the value we are delivering to credit unions and consumers. Through this partnership we look forward to helping even more credit unions meet the private student lending needs of students and families.”

Since launching with 10 credit unions in May 2008, Credit Union Student Choice has now grown to serve more than 100 credit unions with its undergraduate private student lending program. In addition, the CUSO has also worked with six credit unions to build custom graduate private student loan programs at MIT’s Sloan School of Business, Harvard University, University of Pennsylvania’s Wharton School of Business, University of Virginia’s Darden School of Business, Emory University’s Goizueta School of Business, and Stanford’s Graduate School of Business. To date, the CUSO has helped more than 12,000 members attend college and funded nearly \$170 million in private student loans.

*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 80 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.*

*CUcorp, a marketing company based in Livonia, Michigan and a wholly-owned subsidiary of the Michigan Credit Union League, provides advertising services through CU Growth Solutions and technology solutions through CU Village. Follow Love My Credit Union on Twitter at [www.twitter.com/LoveMyCU](http://www.twitter.com/LoveMyCU).*

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