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FOR IMMEDIATE RELEASE

Student Choice Strengthens Client Support and Member Education Efforts with Recent Staff Addition

Washington, D.C. (February 2, 2012)—*Credit Union Student Choice*, the foremost provider of higher education financing solutions to America’s credit unions, announced that Tracie McGetrick has joined the credit union service organization (CUSO) as Manager, Client Relations and Education.

“We’re thrilled to add Tracie to the *Student Choice* team,” said Melissa Hunt, *Student Choice’s* Vice President of Client Relations and Education. “Her vast knowledge of the financial aid process and long-standing commitment to helping borrowers understand college financing solutions make her a valuable asset to students and families, as well as our 215 partner credit unions.”

McGetrick joins *Student Choice* with nearly 20 years of experience in student lending and higher education. Most recently, Tracie served as Senior Account Manager at Sallie Mae, the nation’s leading provider of student loans. In this role, Tracie was responsible for building on-campus relationships through client meetings, staff product training, and educational presentations to students and families. Prior to her tenure at Sallie Mae, Tracie managed the Client Relations department for Academic Management Services, focusing on customer service and prompt problem resolution.

“Credit unions are bringing tremendous value to the private student lending space,” said McGetrick. “I’m very excited to join *Student Choice* and help credit unions build upon that success while expanding educational efforts that will help college-bound families make the best possible decisions.”

In 2011, *Student Choice’s* Client Relations and Education Team conducted a plethora of credit union training and consumer education activities. More than 75 on-site seminars at credit unions across the nation allowed thousands of students and families to learn first-hand how to prepare and pay for college. Nearly 65 visits to college campuses, often in conjunction with credit union staff members, heightened the awareness of a local not-for-profit financial cooperative amongst college financial aid offices. The team also conducted more than 160 staff training sessions, teaching credit union staffers about the most important aspects of higher education finance, allowing credit unions to provide an even greater level of service to college-bound members.

“Adding Tracie to our team will allow us to expand these important efforts,” said Hunt. “These activities are critical to not only the success of credit union student lending programs, but also the long-term financial success of students and families—the ultimate shared goal of *Student Choice* and our partner credit unions.”

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 \$700 million in private student loans, helping nearly 35,000 borrowers attend college.

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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.
