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**FOR IMMEDIATE RELEASE**

***Credit Union Student Choice Reaches 200 Clients with Addition of Five Leading Credit Unions***

**Washington, D.C. (June 20, 2011)**—[Credit Union Student Choice](#), the foremost provider of higher education financing solutions to America’s credit unions, announced the addition of five credit unions to its cooperative network. The signings pushed the three-year-old CUSO’s total client list to 200 credit unions, representing more than 10.5 million members across the country and a combined \$127 billion in assets.

Recently partnering with *Student Choice* are [Belco Credit Union](#) in Greenwood Village, Colorado (\$1.98B in assets); [Empower Federal Credit Union](#) in Syracuse, NY (\$996M in assets); [Bayport Credit Union](#) in Newport News, VA (\$1.17B in assets); [San Mateo Credit Union](#) in Redwood City, CA (\$624M in assets); and [Purdue Federal Credit Union](#) in West Lafayette, IN (\$665M in assets).

“Adding these dynamic credit unions to our growing client roster underscores the opportunity that we have in helping students and families achieve higher education goals,” said Jon Jeffreys, President of *Credit Union Student Choice*. “We’re extremely proud of reaching the 200-client milestone, and it’s a testament to the program we’ve built—one that puts credit unions in full control, focuses squarely on member value, and allows credit unions to serve their members and communities in another powerful manner.”

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. To date, credit unions partnered with *Student Choice* have funded more than \$400 million in loans, helping nearly 30,000 students attend college.

“We have an incredible client base that shares our ideals, including 39 credit unions with more than \$1 billion in assets,” said Jeffreys. “We’re truly honored they have chosen to partner with *Student Choice*, and we look forward to working closely with them in delivering value to students and families.”

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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. 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 200 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.*