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FOR IMMEDIATE RELEASE

Credit Union Student Choice Adds Student Lending Sales Veteran to Management Team

Washington, D.C. (October 1, 2009)—*Credit Union Student Choice*, a credit union service organization (CUSO) that provides turn-key private student lending services to more than 80 credit unions nationwide, announced that Jim Holt has joined its management team as Vice President of Sales. Holt brings nearly 20 years of student lending and sales experience to the CUSO.

“During my time in the student lending industry I’ve worked with several prominent lenders and I am truly amazed at how *Credit Union Student Choice* is working with credit unions to redefine value in private student lending,” said Holt. “As community-focused balance-sheet lenders, credit unions have a tremendous opportunity to become leaders in education finance. I look forward to utilizing my industry experience to help credit unions successfully enter this market.”

Before joining Student Choice, Holt most recently served as Vice President, Sales for Overture Technologies, a leader in marketing and decisioning tools within the private loan space. Prior to his role at Overture, Holt served as Vice President at Citibank’s Student Loan Corporation and Senior Vice President at College Loan Corporation. Holt has been a frequent speaker at higher education forums and is credited with crafting unique financing partnerships at prominent universities and colleges across the country.

“We are very excited to add Jim to the *Student Choice* team,” said Jon Jeffreys, President of *Credit Union Student Choice*. “His vast experience and in-depth knowledge of the student lending industry provides immediate benefits to the CUSO and all of our credit union partners. Jim will play a vital role in the continued development of our program.”

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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 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 or call 800-237-5678 and ask for a Credit Union Student Choice representative.
