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FOR IMMEDIATE RELEASE

San Francisco Fire CU Becomes 100th Client for CU Student Choice

Washington, D.C. (February 18, 2010)—*Credit Union Student Choice*, a credit union service organization (CUSO) that provides turn-key private student lending services to credit unions across the country, announced that San Francisco Fire CU has become the 100th credit union to join the CUSO's student lending network.

"We're thrilled that San Francisco Fire CU has made the decision to offer private student loans through the Student Choice network," said Jon Jeffreys, President of *Credit Union Student Choice*. "Since launching in May 2008, our ultimate goal has been to help credit unions set a new best-practice standard for value in private student lending. To bring on 100 dynamic credit unions to our program in the last 21 months is an amazing accomplishment and a testament to the desire and ability of credit unions to deliver fair-value loans to students and families at a time of critical need."

The Student Choice network enables credit unions of all sizes to make school-certified private student loans that are held on their own balance sheet. These loans fill the funding gap that often exists between federal student loans and the rising costs of higher education. To date, credit unions partnered with *Student Choice* have funded nearly \$170 million in loans, helping more than 12,000 students at almost 1,000 colleges nationwide.

"To truly meet the needs of our members, we felt it was very important to offer a private student loan solution," said Diana Dykstra, President and CEO of San Francisco Fire CU. "We were extremely impressed with *Student Choice's* innovative product structure, and especially liked the fact that within their program we maintain full control over rates and credit tiers, allowing us to determine the value that is created for members and the credit union."

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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 100 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.
