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Connecticut League Third to Sign Marketing Agreement with CUSG

Livonia, Mich., June 28, 2011 – The **Credit Union League of Connecticut** (CULCT) and **CU Solutions Group** (CUSG) have announced a new marketing agreement to offer solutions in the areas of marketing, technology, membership enhancements, and human resources to Connecticut credit unions. CULCT joins the League of Southeastern Credit Unions and the Northwest Credit Union Association as the third state league to market CUSG services to its credit unions.

“This partnership is a natural fit with our strategic direction and our main goal of providing access to cost-effective business solutions to our credit unions,” said CULCT President/CEO Tony Emerson. “I have known the CUSG executive management team for several years and look forward to working closely with them in the future to improve the operations of Connecticut credit unions.”

The agreement covers a variety of products offered by CU Solutions Group, including *Invest in America* member enhancement solutions with *Sprint*, *General Motors*, *TurboTax* and others; website design, content, security, and applications solutions; full-service marketing support; and HRN performance solutions such as *Performance Pro*, *Compease* and *Policy Pro*.

“Cooperation is a hallmark of the credit union industry and we’re helping expand it more and more on the service corporation side,” said David Adams, chief executive officer of CU Solutions Group. “These agreements help state leagues share the best possible solutions for their credit unions, giving them the tools and resources to better serve members and strengthen the movement.”



These products will be available to association member credit unions in the next few weeks. The arrangement includes opportunities for joint ownership, brand integration with CULCT, and joint sales efforts in the states served by the association. As part of the agreement with CULCT, CUSG will be using its sales force and marketing channels to promote the profitability of all affiliated members.

[CU Solutions Group](#), a marketing, technology and human resources company based in Livonia, Michigan, holds contracts with U.S.-based companies for exclusive credit union member discounts through the “Invest in America” program. Its role is to provide marketing and technology support for credit unions on these membership enhancement programs. For more information on Invest in America, visit www.lovemycrreditunion.org or follow @Lovemycrreditunion on Twitter www.twitter.com/LoveMyCU.

The [Credit Union League of Connecticut](#) advocates and provides services for the nearly 140 credit unions in Connecticut. Through proactive involvement in state and federal legislative and regulatory issues affecting credit unions, and with training and educational sessions on compliance, operations, human resources, and a variety of other essential areas, the League seeks to assist Connecticut credit unions in their pursuit of safety and soundness as they seek to provide superior service and help improve the financial lives of their members. Our motto: “Providing exceptional value through cooperative support.”

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