



**Contact:** Glenn Ray, MCUL & Affiliates  
[Glenn.Ray@mcu.org](mailto:Glenn.Ray@mcu.org), (800) 262-6285, ext. 246

Craig Reed, Northwest Credit Union Association  
[creed@nwcua.org](mailto:creed@nwcua.org), (206) 340-4789

## **NWCUA Services Corp., CU Solutions Group Create New Services Alliance**

Livonia, Mich., June 9, 2011 – The Northwest Credit Union Association’s (NWCUA) service corporation and CU Solutions Group will work together through a new marketing agreement, expanding support and access to a full suite of marketing, technology, membership enhancements and human resources solutions for credit unions in the Northwest.

“We decided to expand our relationship with CU Solutions for our members,” said Association CEO John Annaloro. “The newly formed CU Solutions Group will provide Northwest credit unions good products at lower prices through programs like Invest in America.”

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.

“The Northwest is home to some of the most innovative credit unions and support organizations,” says David Adams, chief executive officer of CU Solutions Group, himself a former league leader in the Northwest. “We hope that these new alliances will expand the offerings of NWCUA, provide shared ownership and create an incubator for new ideas to better serve credit unions.”

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 the NWCUA, and joint sales efforts in the states served by the association. As part of the agreement with NWCUA, 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](http://www.lovemycrreditunion.org) or follow @Lovemycrreditunion on Twitter [www.twitter.com/LoveMyCU](http://www.twitter.com/LoveMyCU).*

*The [Northwest Credit Union Association](#) is the not-for-profit trade association serving Oregon and Washington’s 196 credit unions and their 4.2 million members. The NWCUA is the voice of the Northwest credit union movement, providing legislative, regulatory and public advocacy in addition to education, compliance, networking support and business solutions to its members.*

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