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New Collaborative Marketing Contest

*CU*Answers helps clients collect member email addresses!*

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CU*Answers recently announced its latest collaborative marketing contest for clients using its CU*BASE processing system. This newest contest is designed to help clients update member personal information by offering an incentive to members who provide their email address to the credit union. A Garmin GPS Navigation System will be awarded to one winner selected by a random drawing from all member email addresses collected during the two month contest entry period by participating credit unions. CU*Answers coordinated the collaborative purchase of more than 300,000 statement inserts bringing the cost down to \$.015 per insert. This allows credit unions of all size to participate affordably.

Credit unions who participated when CU*Answers ran a similar contest experienced an average increase in email addresses collected of 155%.

There are several benefits to credit unions participating in this contest. It provides an opportunity to update member records to include their email address. Collecting email addresses provides the credit union a valuable point of contact and members are excited having a chance to win a prize. It also positions the credit union for better participation of its members for enrolling to receive e-Statements and e-Marketing services via email.

CU*Answers said that in general, most credit unions have been relatively passive in securing this valuable member contact information. Acquiring a member's email address can be the single most effective means for providing timely member contacts and delivering low cost marketing information. It also allows many clients to take advantage of various CU*BASE targeted marketing tools, including Member Connect, which is designed to deliver targeted marketing information simultaneously to 5 member delivery channels, including electronic email, e-statement and Online Banking messages.

About CU*Answers

CU*Answers was founded more than 35 years ago and is a 100% credit union-owned CUSO located in Grand Rapids, Michigan. CU*Answers offers a wide variety of services for credit unions including its flagship CU*BASE processing system in both an online (ASP) and in-house environment, and Internet development services featuring the **It's Me 247** online banking product. Additional services include web site development,

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network design and security, image check processing and CU*Check 21 services. CU*Answers provides combined services to credit unions nationally representing nearly 1.5 million members and \$10 billion in credit union assets. CU*Answers provides expertise in implementing technical solutions to operational needs, and is a leader in helping credit unions form strategic alliances and partnerships. For more information, visit www.cuanswers.com.

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