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Credit Union Members Benefit From CU*EasyPay!

Grand Rapids, MI – October 21, 2008

West Michigan based CUSO, CU*Answers, announced significant growth in credit union members using its electronic CU*EasyPay! bill pay product. Since its inception 7 years ago, 31,954 members representing 114 credit unions have now subscribed to this electronic bill pay service. Program coordinator Laura Welch Vilker credits the success of CU*EasyPay! to aggressive collaborative marketing campaigns sponsored by CU*Answers and its clients for promoting the CU*EasyPay! product, resulting in positive member experience.

CU*Answers partners with leading bill pay provider, CheckFree, to offer single sign-on access and a secure processing environment that assures credit union members that their personal information and transaction data is safe. Transactions are guaranteed to be processed accurately and on time.

CU*Answers went on to say that members enjoy many perks provided with CU*EasyPay!, including 24-hour access to current and previous bills, reminder notices, electronic bill presentment from numerous vendors, easy payment submission, and a visual listing of recent bills paid. CU*Answers said that any client utilizing its CU*BASE processing system is eligible to offer CU*EasyPay! to their members, at discounted CUSO rates.

About CU*Answers

CU*Answers was founded over 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, Internet Development Services featuring the **It's Me 247** Online Banking product, Member Check Processing and Direct Deposit processing services. CU*Answers provides combined services to 165 credit unions nationally representing nearly 1.5 million members and \$8.8 billion in credit union assets. For more information about how "We Make Credit Unions Go" please visit CU*Answers at www.cuanswers.com.

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