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For more information contact:

*Scott Page, EVP
800-327-3478 x103
spage@cuanswers.com*

CU*Answers Issues Call for Ideas to Evolve Tiered Services

Credit union marketers and member relationship managers, here's your chance!

Grand Rapids, Michigan – July 23, 2008

CU*Answers has issued a call for ideas regarding improvements the CUSO can make to its CU*BASE® Tiered Services programming, which allows users to score member relationships and apply tiered pricing, rewards programs and track member demographics and behavior.

“Imagine if a basketball team did not keep stats as they tried to measure performance in response to coaching, game plan, and general execution,” said Randy Karnes, CU*Answers CEO, regarding the importance of Tiered Services.

Karnes said his technology firm is tweaking its Tiered Services application to keep in step with expanding credit union core competencies and evolving consumer behavior. Since Tiered Services tools are integrated into the CU*BASE core processing system, credit unions can use the tools without any expensive reward processing add-ons.

CU*Answers is inviting clients to bring their ideas to a focus group meeting scheduled for October 9 in Grand Rapids, where the evolution of the product will be hashed out in pure credit union form: democratically. All clients are invited to participate in the meeting and contribute their wish lists and ideas.

Likely focus group topics include:

- What additional things would you like to see scored?
- What about a separate scoring/rewards system for organizational accounts?
- What's the next step for Lifetime Points?

“If this goes true to form like all our other focus group meetings, we'll probably have 30 or more people from many different credit unions, from managers and marketers to member service leaders,” said Dawn Moore, vice president in charge of CU*Answers writing and product design.

Moore said CU*Answers' method of using client feedback and collaboration to grow products organically is another example of the cooperative philosophy in action.

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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