

FOR IMMEDIATE RELEASE:



*For more information contact:
Melinda Haehnel, VP Marketing and Public Relations
800-327-3478 x138
mhaehnel@cuanswers.com*

CU*Answers Announces 2nd Annual Video Contest

Grand Rapids, Michigan –February 3rd, 2009

CU*Answers, a West Michigan-based CUSO, is happy to announce it will sponsor a video contest for the second year in a row.

Last year, CU*Answers sponsored a contest that inspired credit union professionals to promote a message in a unique and remarkable way. The result was a creative video production suitable for any credit union lobby, web site, or even YouTube. The response was overwhelming, and worthy of a repeat performance. A total of 24 ideas were submitted for 2008, with top honors going to Velvet Fuller of AAC Credit Union. Velvet's winning concept, "The Owners are Coming" was scripted and produced by Fulvew Films, a production company located in Grand Rapids. Her winning video was presented at last year's Leadership Conference, and AAC Credit Union was presented with a check for \$1,500.

This year, the CUSO is hoping for even more entries. A suggestion for concept focus rooted in today's rough economic times is the illustration of why someone would/should want to use a credit union. The contest is open to any CU*Answers client credit union. The deadline for entry is March 2nd, 2009.

For some inspiration and to see the quality of work from Fulvew Films, you can view last year's winning video and CU*Answers' collection of videos at CU*Answers OnDemand at <http://ondemand.cuanswers.com>

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 \$10 billion in credit union assets. For more information about how "We Make Credit Unions Go" please visit CU*Answers at www.cuanswers.com.

XXX