

**FOR IMMEDIATE RELEASE:**



*For more information contact:  
Scott Page, EVP  
800-327-3478 x103  
spage@cuanswers.com*

## **CU\*Answers Announces Collaborative Member Appreciation Campaign**

**Grand Rapids, Michigan –February 9<sup>th</sup>, 2009**

CU\*Answers, a West Michigan-based CUSO announces its newest collaborative marketing effort for CU\*BASE clients, this one focusing on showing appreciation to credit union members for their business.

This collaborative marketing campaign promotes the benefits of credit union membership, and is designed to reassure members that their financial business is in good hands. According to CU\*Answers, this simple message is more important than ever in today's tough economic environment.

Benefits to participating in this promotion include pre-designed marketing materials with significantly reduced printing costs resulting from combining orders of participating credit unions. Statement inserts, web snippets, and posters are available for this promotion. The CUSO offers "budget sensitive professional marketing" to its credit unions, to enable institutions in growing membership base and fostering full-service relationships.

### **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](http://www.cuanswers.com).

**XXX**