

**FOR IMMEDIATE RELEASE:**



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

## **CU\*Answers Releases 2009 Peer Analysis**

### **Grand Rapids, Michigan –February 24<sup>th</sup>, 2009**

West Michigan-based CUSO, CU\*Answers announces the most recent release of its Peer Analysis, designed to show how credit union peers utilize CU\*Answers' Tools and Services.

According to CU\*Answers, an area of focus continues to be assisting clients in developing potential through training and networking opportunities. To promote this style of networking and to build an information base for credit unions to use in considering, planning, and using CU\*BASE products, CU\*Answers promotes the 2009 CU\*BASE Peer Analysis. The analysis itself is a worksheet showing all CU\*Answers credit union clients, and the features utilized by each. The guide also provides a description of many key features offered by the CU\*BASE platform. Included in 2009 are new key feature groups: eDOC Innovations, and the integration and use of electronic document solutions, as well as a focus on Xtend and Lender\*VP services. The Peer Analysis allows credit union executives to evaluate multiple points of view, contact their peers for insight on how to increase member adoption of certain services, and to assist in making the best decision for their organization and its members.

Tom Furrey, CEO of Western Credit Union of Columbus Ohio says, "We at Western find the Peer Analysis to be a very helpful and time-saving tool to identify and connect with those credit union within the CU\*Answers family that are similar in size, complexity and degree of sophistication that can serve as a trusted sounding board for proven solutions and directions both within and outside the CU\*Answers framework. It is the first place we turn if we want to contact a peer."

### **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**

Please contact Scott Page for more information at [spage@cuanswers.com](mailto:spage@cuanswers.com) or 800-327-3478 x103  
CU\*Answers  
6000 28<sup>th</sup> Street SE, Grand Rapids, Michigan 49546  
[www.cuanswers.com](http://www.cuanswers.com)