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## **CU\*Answers Announces Win-Win Combo**

**Grand Rapids, Michigan –March 30<sup>th</sup>, 2009**

West Michigan-based CUSO, CU\*Answers, known for providing its flagship core processing system, CU\*BASE, announces its newest CU\*DRIVE campaign, spurring credit union members to purchase a certificate of deposit online through It's Me 247 Online Banking and be entered to win an Apple® iPod® Touch.

According to CU\*Answers, this promotion is a 'Win-Win' combination, credit union members learn they can do more than just transfer funds and balance their checking account online. They can purchase a certificate of deposit from the comfort of their home and as a bonus they get a chance to win a really nice prize. CU\*Answers' newest collaborative marketing contest is perfect for CU\*BASE clients looking for ways to show members that it's easy, safe, and convenient to transact their financial business online.

CU\*Answers provides quarterly, pre-designed marketing promotions to its credit union clients that targeted to drive members to utilize more products and services at their credit unions. Costs are significantly reduced, as credit unions only pay for the printing of marketing materials ordered.

### **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).

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