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## **CU\*Answers Announces Newest Collaborative Marketing Contest**

### **Grand Rapids, Michigan –October 23<sup>rd</sup>, 2009**

CU\*Answers has announced it will be sponsoring another collaborative marketing contest. The contest period runs from December 1<sup>st</sup>, 2009 to January 31<sup>st</sup>, 2010, and features the chance for credit union members to win a Dell Inspiron Mini 9 laptop.

Aimed at helping CU\*BASE clients promote CU\*EasyPay! Bill Payment and Presentment, this contest offers credit union members the chance to win just by enrolling for CU\*EasyPay! Members will automatically be entered in the contest when they enroll through **It's Me 247** Online Banking.

According to the CUSO, this contest is an opportunity to increase product awareness and educate members on how safe and easy CU\*EasyPay! is to use. CU\*Answers provides pre-designed marketing materials, as well as a colorful marketing badge for placement on credit union web sites announcing this promotion. As a huge benefit of participating, the final print costs of the inserts and posters will be determined by the total quantity ordered from all participating credit unions. This collaboration will significantly reduce the cost of materials for everyone.

### **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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