

**FOR IMMEDIATE RELEASE:**



*For more information contact:*

*Scott Page, EVP  
800-327-3478 x103  
spage@cuanswers.com*

## **CU\*Answers Waives COLA 3 Years in a Row**

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

CU\*Answers, the core data processor headquartered in West Michigan, has released its 2010 pricing. 2009 was a great year for the CUSO's cost-minded credit unions and it appears to continue through the New Year. The CUSO's pricing strategy clearly demonstrates that credit union-owned models charge when they have to, and not just because they can.

For the third year in a row, there will be no COLA increase affecting credit union invoices. In 2009, CU\*Answers held a 10 year pricing analysis focus group to show how pricing has trended down for a decade. The CUSO has illustrated a continued commitment to keeping costs low for its credit unions, while continuing to build value and provide them with top-notch service and innovative tools. To view the materials from this Focus Group, visit <http://cuanswers.com/kitchen/>

The CUSO has also announced it will be offering **It's Me 247** Mobile Banking free to its credit unions for when released in 2010.

### **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)