

**FOR IMMEDIATE RELEASE:**



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## **CU\*Answers Announces Strategic Partnership with iPay**

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CU\*Answers, known for its enterprise CU\*BASE system, has announced a recent partnership formed with iPay Technologies of Elizabethtown, Kentucky. CU\*Answers will offer iPay's turnkey PLUS bill payment and presentment solution under its CU\*EasyPay! umbrella, providing its credit union clients with complementary solutions to choose from.

Credit unions utilizing iPay's PLUS solution will be able to offer their members an integrated bill payment and presentment offering highlighted by features designed for rapid access and ease of use by members. Following a simplified enrollment process, members will be able to access Bill Payment via a single sign-on through **It's Me 247** and begin to schedule payments immediately (no approval waiting period). iPay Technologies utilizes a Good Funds or Payment Due Date Driven model and delivers over 85% of payments electronically, helping ensure a minimal number of returns be handled by intended payees and credit unions. A variety of interactive support methods are available to members, including a dedicated credit union specific toll-free phone number, live chat, and a secure e-mail message center. iPay historically achieves an 85% success rate for answering a member's question within 5 minutes.

The projected timeframe for general client rollout is May, 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).

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### **About iPay Technologies**

iPay Technologies provides white label online bill payment solutions and unmatched service for nearly 40 percent of the nation's community financial institutions, including over 51% of the credit unions that offer bill pay. iPay's turnkey online bill payment solutions help financial institutions to attract, retain and grow their most profitable customers. iPay is a nationally recognized industry leader with outstanding customer service and support. Founder Dana Bowers is a regional 2009 Ernst & Young Entrepreneur of the Year. Additional information is available at [www.ipaytechnologies.com](http://www.ipaytechnologies.com).

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