

PRESS RELEASE...

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## **CU\*SOUTH Appoints New Sales Manager**

**Mobile, AL – May 5<sup>th</sup>, 2010**

CU\*SOUTH, a CUSO that provides data processing services, announced the addition of Mark Bohdaynk to its management and sales team. Mr. Bohdanyk will be responsible for sales and marketing, staff management, and strategic planning.

"We are very pleased to have Mr. Bohdanyk join our team," said Leo Vaulin, CEO of CU\*SOUTH. "Mark brings a vast amount of experience and expertise, enabling us both to grow more credit unions and better support our existing client-owners. Mark will apply his marketing talents for the benefit of the entire credit union movement." With his addition, Mr. Bohdanyk will shape and execute the marketing and sales goals for CU\*SOUTH, introducing credit unions to the industry-leading CU\*BASE core software platform and coordinating with network partners to deliver managed services such as collections, compliance support, accounting, technology management, and member marketing initiatives.

Prior to his new position, Mark Bohdanyk served as VP of Business Operations at Table Rock FCU in southwest Missouri and president of his CUNA Management School graduating class, receiving the esteemed CUNA Management School Al Jordan Award for service and leadership in 2009.

"I am very excited to help more credit unions in these difficult economic times," commented Mark. "Individuals need access to the credit union movement and financial education more than ever, and we can help facilitate that by enabling growth and competitiveness to keep credit unions thriving."

### **About CU\*SOUTH**

CU\*SOUTH is a credit union-owned cooperative focused on building a network of successful credit unions. CU\*SOUTH offers a wide variety of services including its flagship CU\*BASE processing system offered in both online (ASP) and in-house processing environments, and Internet development services featuring **It's Me 247** online banking product, and **It's Me 247** Mobile Web Banking – new for 2010, and free for CU\*BASE clients. As a partner of the cuasterisk.com network, CU\*SOUTH provides the most comprehensive offering of information technology tools and services through a collaborative, shared ownership model, with the same great value credit unions offer members.

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