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400,000 Inserts Ordered for Bill Pay Contest

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CU*Answers has recently announced the next collaborative marketing contest in its series of CU*Drive campaigns, which will promote EasyPay Online Bill Pay. According to the CUSO participation amongst credit unions is high, with 52 credit unions ordering more than 400,000 statement inserts to advocate EasyPay Bill Pay services.

The contest offers the chance to win a Sony Bravia 32" LCD HDTV for enrolling in EasyPay through **It's Me 247** online banking. The contest period runs from October 1 through November 30, after which a winner will be selected by a random drawing from all credit union members qualified during that time.

According to CU*Answers, the success of this campaign and its other collaborative marketing contests stems from the low cost of participation to the credit unions. CU*Answers is providing the Sony Bravia 32" LCD HDTV for the winner of the contest as well as the pre-designed marketing materials. Printing of inserts and posters is the only cost incurred by the credit unions, which CU*Answers speculates will be as low as \$0.01 per insert due to the collaborative ordering of materials.

CU*Answers says that it also offers many other prepackaged campaigns that can be run individually by credit unions, or are available as a planned campaign package supporting a full year of marketing efforts. For information on the EasyPay contest, or other campaigns available access:

www.marketing.cuanswers.com.

About CU*Answers

CU*Answers was founded 40 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, Electronic Check Processing, and a wide variety of Self-Service products featured by **It's Me 247** Online Banking, and newly offered Mobile Banking. 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.

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