



September 9, 2009

Collegiate Funding Solutions Partners with Citizens Equity First Credit Union (CEFCU®)

Cary, NC – Collegiate Funding Solutions (CFS) is pleased to announce a strategic partnership with CEFCU® that will help its members better prepare and pay for college through the CFS web-based college planning service.

CFS is the leading web-based college planning solution provider to the credit union industry and helps credit union members reduce out-of-pocket college costs. Customized college planning and funding reports are dynamically generated through an online interface that is easy to use and easy to access through the credit union's website. The reports also provide context for and promote credit union offered products and services such as loans, college savings options and Gen Y services.

"We are excited about our partnership with CEFCU," said Roger Lorelle, President of CFS. "CEFCU is a recognized leader in bringing value-added solutions to their members. They are committed to providing their members with the resources and knowledge to become financially self-sufficient and successful. CFS will help CEFCU achieve these goals by delivering a much-needed and valuable service to their members with college-bound children."

"CEFCU is always looking for innovative products and services that will benefit Credit Union members. We're pleased to offer this valuable planning tool for free to CEFCU members through Collegiate Funding Solutions," said Sue Yoder, CEFCU Vice President of Marketing. "With the rapidly increasing costs of a college education, this unique planning tool couldn't come at a better time!"

About Collegiate Funding Solutions

Collegiate Funding Solutions (CFS) is a leading provider of innovative and integrated web-based college funding solutions and college planning software for the financial services industry and financial services professionals. For additional information on Collegiate Funding Solutions, visit the company's Website at www.collegiatefundingsolutions.com.

About CEFCU

With assets totaling over \$4 billion in assets, CEFCU serves over 260,000 members through 19 Central Illinois Member Centers; the Money Center 24 ATM Network; CEFCU's website, www.cefcu.com; cefcu.mobi; the CEFCU Financial Center; and Valley Credit Union, a division of CEFCU.

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