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FOR IMMEDIATE RELEASE

Credit Union Student Choice and Collegiate Funding Solutions Announce Strategic Business Partnership

Washington, D.C. (February 3, 2010)—*Credit Union Student Choice*, a credit union service organization (CUSO) that provides turn-key private student lending services to nearly 100 credit unions across the country, recently announced a strategic business partnership with Collegiate Funding Solutions (CFS), a leading provider of innovative and integrated, web-based college funding solutions and college planning software for financial services professionals and financial services institutions.

“Ultimately, both of our organizations are focused squarely on helping credit unions deliver value to college students and families,” said Mike Weber, VP of Marketing for Credit Union Student Choice. “This partnership is another way to enhance each of our programs for the benefit of credit unions and consumers.”

According to Weber, in addition to cross promotion by each organization, the collaboration will provide an integrated package to credit unions that offer both programs. This will result in new marketing channels and much-needed rationale and context for private student loans as part of a coordinated college-funding plan.

“With Student Choice as the leader in turn-key private student loan services and CFS as the leader in web-based college planning and funding solutions to credit union members, the fit is perfect,” said Roger Lorelle, President of Collegiate Funding Solutions. “Our service offerings are synergistic and complimentary, so an integrated relationship makes perfect sense and will multiply the benefits for credit unions and their members with college-bound children.”

To introduce the partnership to credit unions, Credit Union Student Choice and Collegiate Funding Solutions will host informational webinars on February 17th and 18th at 2:00 p.m. ET. Visit www.collegiatefundingsolutions.com for more information and to register.

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About Credit Union Student Choice

Credit Union Student Choice is a credit union service organization (CUSO) founded in 2008 by several of the nation's leading credit unions and CUSOs. Credit Union Student Choice positions credit unions as leaders in education financing in the 21st century by redefining value for student borrowers and helping credit unions connect with new Gen Y members. The Student Choice network enables credit unions of all asset sizes and fields of membership to make private student loans that may be held on their own balance sheet to recognize the long-term economic return of the loan relationship versus a one-time referral fee. The CUSO helps credit unions by managing many of the challenges and risks commonly associated with student lending. Since launching in May 2008 with seven credit union partners, the CUSO has now grown to serve more than 90 credit unions across the country. It was also recognized in 2009 as a co-recipient of the prestigious NACUSO Collaboration and Innovation Award. To learn more or find out how your credit union can participate, visit www.studentchoice.org or call 800-237-5678 and ask for a Credit Union Student Choice representative.

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 financial institutions and financial services professionals. For additional information on Collegiate Funding Solutions, visit the company's Website at www.collegiatefundingsolutions.com or call 919 469-1996.
