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PSCU Financial Services Member Credit Unions Benefit From Preferred Pricing for Collegiate Funding Solutions for Web-based College Funding Planning Service

Service Targets Gen Y Parents

Collegiate Funding Solutions (CFS) announced today that PSCU Financial Services member-owner credit unions will receive preferred pricing on college planning tools from the company, according to an agreement between the two organizations.

(CFS) provides a unique and user-friendly web-based college planning service (think TurboTax) that helps credit unions deliver significant value to their members, while driving new member accounts and growth; as well as adoption of new products targeted for the Gen Y market. College planning is a natural bridge from baby boomer members to their children, representing Gen Y and the next generation of credit union members. Most parents are concerned about paying for college and saving for retirement. CFS helps parents do both better. The CFS relationship complements PSCU Financial Services' Gen Y initiative, ProjectNewAge.com, and offers their member credit unions access to the service through a special pricing program.

"We are excited about our arrangement with PSCU Financial Services and the opportunity to work with their member credit unions to bring a valuable and much needed service to their members", said Roger Lorelle, President of Collegiate Funding Solutions. "Gen Y represents a tremendous market opportunity; credit unions can now offer a Web 2.0 service to help parents reduce the cost of a college education and drive new member growth."

"The CFS relationship illustrates our commitment to help our member-owners bring relevant, valuable and timely services to their members and, at the same time, build a strong membership base of young adults," said Antonio Hill, Director of Marketing for PSCU Financial Services.

About Collegiate Funding Solutions

Collegiate Funding Solutions is a leading provider of integrated, web-based college planning technology solutions for financial institutions, financial planning advisors and college planning organizations. For additional information on Collegiate Funding Solutions, visit the company's website at www.collegiatefundingsolutions.com.

About PSCU Financial Services

Based in St. Petersburg, Florida, PSCU Financial Services is the nation's largest credit union service organization (CUSO) and serves more than 1,100 financial institutions nationwide. For more information, visit the company's website at www.pscufs.com. For information about the company's Gen Y initiative, visit ProjectNewAge.com.

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