



PRESS RELEASE

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Pittsford Federal Credit Union Announces New Web-based College Planning Service

Pittsford, N.Y. – February 16, 2009 – In a clear illustration of how it is delivering “value-added services”, Pittsford Federal Credit Union’s Board of Directors is excited to announce a strategic partnership with Collegiate Funding Solutions (CFS).

This innovative strategic partnership with CFS will help parents of college-bound children better prepare and pay for college; realizing significant savings on out-of-pocket college costs. Pittsford Federal Credit Union members will have access to practical, real-world strategies that provide context for loans, investments and insurance products.

“Pittsford Federal Credit Union is committed to assisting parents planning for college and educating our members on their options for reducing the ever increasing costs of college. Our partnership with CFS is another value-added service available to our community,” states Bill Beach, President of the Board.

"We are excited about our partnership with Pittsford FCU and our collaboration to offer their members a valuable and much needed service to realize significant savings that they otherwise wouldn't know of," said Roger Lorelle, President of Collegiate Funding Solutions. "Pittsford FCU has a strong track record of delivering value-added and innovative solutions to their members".

Members can access the new powerful web-based college planning tool available at:
<https://www.PittsfordFCU.org/>.

About Collegiate Funding Solutions

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

About Pittsford Federal Credit Union

Pittsford Federal Credit Union is a federally chartered and insured Credit Union in Pittsford, New York. Pittsford FCU has offices located at 20 Tobey Village Rd, Pittsford NY and 1321 Pittsford Mendon Rd (Route 64), Mendon NY. Membership is open to individuals who live, work, worship, or attend schools in Pittsford, Mendon, Lima, Avon, Brighton, East Rochester, East and West Bloomfield, Henrietta, Perinton, Rush and Victor.