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Invest in America Acquires CUTS Performance Marketing

Livonia, Mich., Feb. 14, 2011 – CU Solutions Group (CUSG, formerly CU Village) has acquired CUTS Performance Marketing as a significant expansion of its Invest in America program.

For current clients of both organizations, the acquisition means greater access to offers that help credit unions with loan, membership and income, and card growth. The added benefit is that programs from CUSG and CUTS will all be delivered from a single source under the Invest in America brand, which will help credit unions better leverage their combined suite of membership enhancement offers. Likewise, credit union members can take advantage of a richer offering of discounts. Clients will also be able to take advantage of the combined expertise and staff of both organizations, which will mean even greater quality of service, guidance and support.

The acquisition brings to CUSG a variety of member discount programs offered by CUTS, including a program for Intuit’s TurboTax. CUTS discount programs will be offered along with CUSG’s partnerships with Sprint and GM which will add value to the overall Invest in America program for the 3,000 credit unions and their members.

“CUTS is a perfect complement to Invest in America and our partnerships with Sprint and GM,” said David Adams, Chairman and CEO of CUSG. “It aligns well with our value proposition of helping credit unions grow, serve members and strengthen membership value by providing meaningful discounts from US-based companies.” He further commented that “CUTS will be fully integrated into CUSG, and that the CUTS’ San Diego based staff will continue to support existing programs.”

The acquisition took place on January 24, 2011. Efforts to integrate CUTS into CUSG, and their offerings into Invest in America and the www.LoveMyCreditUnion.org website have already begun and will continue over the coming months.

“Because of their proven track record for delivering programs like ours to the marketplace, we are very pleased to work with CU Solutions Group,” said Gordon Lowe, Director of Alliance Sales, Intuit Financial Services. “Its experience and reach will help ensure credit unions currently offering



TurboTax will continue to be well taken care of. We also look forward to working with CUSG to expand the program further and helping even more credit unions and members take advantage of it in the future.”

CU Solutions Group, a marketing, technology and human resources company based in Livonia, Michigan, holds contracts with U.S.-based companies for exclusive credit union member discounts through the “Invest in America” program. Its role is to provide marketing and technology support for credit unions on these membership enhancement programs. For more information on Invest in America, visit www.lovemycrreditunion.org or follow @Lovemycrreditunion on Twitter www.twitter.com/LoveMyCU.

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