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For Immediate Release

CUNA to support Illinois League Service Corp on pre-paid debit products

Naperville, IL., December 10, 2009 – ICUL Service Corp (LSC) and CUNA Strategic Services (CSS) recently announced a strategic partnership in which CSS will assist LSC in marketing its pre-paid card programs. LSC already serves more than 2,000 credit unions in 45 states with its gift card and CU MONEY products establishing it as the # 1 provider of prepaid card products for credit unions.

“Consumers want these products, and we have designed them so they are simple and easy to understand” said George Fiegle, LSC EVP/COO. “They are very competitively priced with no fraud exposure for the credit union. The LSC gift card is similar to a traditional gift card but can be used everywhere VISA is accepted instead of a single retailer. CUMONEY is a reloadable debit card program for which there are a wide variety of applications. Members can reload the balance themselves over the Internet.

“Thirty-Eight State leagues have partnered with LSC to promote its gift cards and CU MONEY. We are pleased CSS will partner with us; with increased volumes we can provide even better pricing and build additional products to help credit unions compete,” Fiegle continued.

“Because participating credit unions won’t have the overhead and workload of managing such a program, they can focus on selling the prepaid products to their members,” said Wes Millar, SVP for CUNA Strategic Services.

For more information about this partnership, and/or LSC's family of products, please contact Fiegle or Karen Duffy, Senior Vice President, Sales and Business Development at (800) 942-7124.

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Note 1: The Illinois Credit Union League (ICUL) is the primary trade association for credit unions in Illinois, which provides members with information, legislation and education. Membership is open to any credit union operating in accordance with the Illinois Credit Union Act or the Federal Credit Union Act. There are 411 credit unions in Illinois with more than 2.7 million members.

Note 2: A subsidiary of the Illinois Credit Union League, the ICUL Service Corporation offers fee-based products and services and is dedicated to helping credit unions compete. Its services include collections; credit, debit, EFT, and ATM cards; and strategic planning.

Note 3: CUNA Strategic Services Inc., owned jointly by Credit Union National Association (CUNA) and the state leagues, saved credit unions \$46 million in 2008 through its national pricing programs. It provides credit unions with access to high quality products, services, and technologies delivered with a competitive advantage made possible through volume pricing and strategic program development. For more information, visit cunastrategicservices.com.