



Member FINRA/SIPC

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## **CUSO FINANCIAL SERVICES, LP MARKS 30% GROWTH IN NEW INVESTMENT PROGRAM AFFILIATES**

**– 32 new investment programs added in past year span coast to coast and small to large programs –**

**SAN DIEGO – April 30, 2008** – CUSO Financial Services, LP, (CFS) a full-service broker dealer and Registered Investment Adviser that provides customized investment and insurance solutions to the credit union industry, has added 32 new investment programs to its roster in the past year. The credit unions, which total nearly \$3.5 billion in assets and collectively serve 500,000 members, include 12 that moved their investment programs to CFS from other broker/dealers and 20 that have chosen CFS to help them start up investment programs.

As part of its continuing effort to provide flexible investment program offerings to all sizes of credit unions, CFS has put together a range of programs to meet their needs, including full service programs, fee-based programs, online only programs and consortiums in which an investment representative is shared among geographically close credit unions. Credit unions are increasingly finding that comprehensive investment and financial planning support for members is required to help the credit unions' ability to retain not only their members' investment assets but also core assets, such as savings accounts and loans.

The programs that have recently moved to CFS include: USA Federal Credit Union, Los Angeles Federal Credit Union, Sound Credit Union, Norlarco Credit Union, Nutmeg State Federal Credit Union, Consumers Credit Union, Midwest Financial Credit Union, North Jersey FCU, E & A Credit Union, Day Air Credit Union and Point West Credit Union.

Among those that have joined as consortium groups are a partnership of several credit unions in Michigan and one group of three credit unions in Georgia, announced in press releases earlier this year. Included in the Michigan group, called CU Partner Solutions LLC, are Affinity Group Credit Union, Clawson

Community Credit Union, Crestwood Community Credit Union, Kensington Valley Community Credit Union, ROME Credit Union, Unity Credit Union, and Birmingham-Bloomfield Credit Union. Additional start-ups later joined the Michigan consortium program, including Automotive FCU, Chiropractic FCU and Michigan Services Credit union.

The Georgia consortium includes one that moved its program, Georgia Heritage Federal Credit Union, and two start-ups, CORE Credit Union and Fort Stewart Georgia Federal Credit Union. With the consortium option, CFS offers an online program that leverages the efficiencies gained from its state-of-the-art technology platform and online tools to help smaller credit unions offer additional member services and increase assets under management.

The remaining start-up investment programs joining CFS include geographically diverse organizations. Rounding out the list are three in California: 1<sup>st</sup> United Services CU, Priority One CU, and USC Credit Union; plus Fort Campbell Federal Credit Union in Tennessee; Millbury FCU in Massachusetts; Velocity Community FCU in Florida; and Right Choice Credit Union in Texas.

“Our broad-based, yet customized, program offerings provide the support and training that large credit unions need to grow their investment programs, and an opportunity for the smaller credit unions to gain entree to investment services. Both remain competitive by increasing assets beyond simple deposit accounts,” said Valorie Seyfert, president and CEO of CFS. “We are gratified that our programs continue to do so well despite the volatility of the economy and feel confident that our programs will see continued success in 2008.”

Credit unions interested in learning more about CFS investment programs can call 1-800-686-4724.

#### **About CUSO Financial Services, LP**

Established in 1997, CUSO Financial Services, LP (Member FINRA/SIPC) is headquartered in San Diego and has more than 120 credit union users, including 25 of the top 100 credit unions in the country. With branch offices located nationwide, and more than 325 licensed representatives, CFS is a full-service broker/dealer and Registered Investment Advisor offering customized investment and insurance solutions to credit unions. For more information, call 858-530-4400 or visit [www.cusonet.com](http://www.cusonet.com).

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