



FOR IMMEDIATE RELEASE

**CEO Valorie Seyfert of CUSO Financial Services, LP
Named Ernst & Young Entrepreneur Of The Year[®] 2008 Award
Winner in San Diego**

Award Recognizes Entrepreneurial Excellence in Business Services Category

SAN DIEGO – June 10, 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, today announced that its CEO, Valorie Seyfert, received the Ernst & Young Entrepreneur Of The Year[®] 2008 Award in the business services category in the greater San Diego region. According to Ernst & Young LLP, the award recognizes outstanding entrepreneurs who are building and leading dynamic, growing businesses. Seyfert was selected by an independent panel of judges, and the award was presented at a gala event at the La Jolla Hyatt Aventine on Monday, June 9.

Seyfert co-founded CFS and has led the company over 11 years to be a leading credit union service organization, now an \$80 million business with more than 120 credit union customers, including 25 of the top 100 credit unions in the country. CFS partners with its credit unions, helping them to add revenue to the bottom line and better serve members with complete financial services.

In accepting the award, Seyfert acknowledged the invaluable contributions of her co-founder and business partner, Amy Beattie, and recognized the accomplishments of CFS's management and staff. "I'm honored that Ernst & Young has recognized our

dedication and achievements in providing needed services to credit unions. This has truly been a team effort, and without Amy it never would have happened. It is because of the talents, hard work and dedication of all our employees that my vision became a reality, and that CFS continues to be the success it is today.”

The Ernst & Young Entrepreneur Of The Year awards celebrate their 22nd anniversary this year. The program honors entrepreneurs who have demonstrated exceptionalism in such areas as innovation, financial performance and personal commitment to their businesses and communities.

“Ernst & Young is pleased to honor outstanding business leaders like Valorie Seyfert,” said Irene Veca, Ernst & Young Entrepreneur Of The Year Program Director for San Diego. “Winners of the Entrepreneur Of The Year award build leading businesses and contribute a great deal to the communities around them. Their success helps our area grow stronger.”

As a San Diego award winner, Seyfert is now eligible for consideration for the Ernst & Young Entrepreneur Of The Year 2008 national program. Award winners in several national categories, as well as the overall national Ernst & Young Entrepreneur Of The Year award winner, will be announced at the annual awards gala in Palm Springs, California on November 15, 2008. The awards are the concluding portion of the Strategic Growth Forum, the nation’s most prestigious gathering of high-growth, market-leading companies.

Sponsors

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year awards are pleased to have the Ewing Marion Kauffman Foundation as a national sponsor. In San Diego, local sponsors included Beyster Institute, City National Bank, Marsh, and others.

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.

About the Ernst & Young Entrepreneur Of The Year Awards

Ernst & Young's Entrepreneur Of The Year is the world's most prestigious business award for entrepreneurs. The award makes a difference through the unique way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Ernst & Young Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 135 cities in 50 countries.

About Ernst & Young

Ernst & Young is a global leader in assurance, tax, transaction and advisory services. Worldwide, our 130,000 people are united by our shared values and an unwavering commitment to quality. We make a difference by helping our people, our clients and our wider communities achieve potential.

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