



**For Immediate Release**

**CUSO Financial Services, LP is Recognized by San Diego Business Journal as One of Best Places to Work in San Diego 2009 Award Program**

**SAN DIEGO – June 29, 2009** – [CUSO Financial Services \(CFS\), LP](#), a full-service broker dealer and Registered Investment Advisor that provides customized investment and insurance solutions to the [credit union industry](#), was named as one of San Diego’s Best Places to Work by the San Diego Business Journal in its 10<sup>th</sup> annual award program. CFS ranked in the top five companies among medium-sized businesses.

The award rankings are determined through a two-part survey and analysis facilitated by the Best Companies Group, an outsourced firm that provides regional and industry “best places to work” programs in the United States and Canada. The first survey, typically completed by company human resource professionals, covers company benefits, policies, and demographics. The primary component of the company’s score comes from the second survey, designed to assess employee satisfaction. It is completed anonymously by staff members, with answers remaining confidential. For medium-sized businesses, such as CFS, the entire workforce is surveyed. Overall satisfaction rating by all CFS company employees was greater than 96 percent.

Valorie Seyfert, president and CEO of CUSO Financial Services, says, “It is gratifying to know that our employees appreciate our culture and were willing to participate in this extensive survey process. We are proud of this recognition and of our great employees, who play a huge role in our success.”

In addition to providing a competitive array of standard benefits, CFS provides several unique employee programs and has an employee group, the Mission Morale Team, responsible for setting up various bonding experiences, an element that sets it apart from many other San Diego businesses. The company encourages charitable endeavors as well; the volunteer Mission Morale Team uses some of its allocated budget to gain company participation in charitable events such as blood donations, a toy drive for Rady Children's Hospital, cancer support programs, and the Emilio Narez Foundation, as well as to support organizations that help grow children as contributing members of the community.

To help employees stay fit, CFS negotiated discounts with several local gyms, offers onsite yoga classes and has a company sponsored beach volleyball team. It also has encouraged a green business community by underwriting the cost of public transportation usage, paying for train tickets for employees who use the trolley and Coaster to get to work. The company promotes career development by covering the cost of investment licenses for its staff as appropriate, and keeps all employees involved in the recruitment and hiring process.

The award categories are organized by employee numbers; small companies are those with 15-49 employees, medium companies, 50-249 employees, and large companies, 250 or more employees. Both public and privately owned businesses, as well as for-profit and non-profit businesses, are eligible for consideration by the program.

### **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 350 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). Similar services are provided to community banks through a sister broker dealer, Sorrento Pacific Financial LLC (Member FINRA/SIPC); [www.mybd.com](http://www.mybd.com) for information.

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