



**FOR IMMEDIATE RELEASE**

**CUSO Financial Services L.P. Continues Support for its Credit Union Customers by Introducing Excess Deposits Campaign Program**

*Marketing materials and bond concessions help investment advisors serve member needs to best advantage for both members and credit unions*

**SAN DIEGO – July 13, 2009** – [CUSO Financial Services, L.P.](#), (CFS) a full-service broker dealer and Registered Investment Adviser that provides customized investment and insurance solutions to the [credit union industry](#), today announced the successful launch of an excess capital campaign to help credit unions and their members find appropriate investment vehicles for the flood of money that is being deposited in credit unions.

Over the past year consumers have been on an unprecedented flight to safety. Since much negative news has been focused on large commercial banks, consumers have increased membership and deposits in credit unions. According to the NCUA (National Credit Union Administration) deposits in credit unions increased in 2008 by 7.71 percent to \$681.1 billion from \$632.4 billion and much of that has been placed in deposit vehicles that provide safety, such as CDs and savings accounts. While this offers great opportunities for credit unions, it has also made it challenging for some of them to manage their capital ratios, and for investors, it provides very little return. Therefore, CFS has responded by developing [investment program offerings](#) that provide a good amount of safety for investors but that also help the bottom line of the credit union (CU.)

One such program, the TOPs program, is a trading program developed by CFS that allows credit unions to purchase new-issue government agency bonds and capture some of the concession paid on these new issues. New-issue agency debt typically comes to market with a concession that is paid to the selling dealer. With the TOPs program, CFS shares that concession with the credit unions, helping them to increase margins. In addition, CFS is working with its credit unions to help them identify members' deposits that could benefit from better allocation.

“Now more than ever, credit unions have an opportunity to grow their investment programs through the trust and rapport they have already developed with members and because of the expertise and holistic approach they bring to the relationship,” said Don Williams, program development manager at CFS. “We help them to create awareness

for their investment programs by integrating them as core offerings, thereby increasing credibility and providing success for both the financial institution and its membership.”

The CFS program development team has produced marketing materials to be used by advisors and executive management of the credit unions to help raise awareness of the investment program offerings to both staff and members, including advertisements, email letters, website splash pages and other collateral. CFS provides these compliance-approved materials free of charge, and also offers assistance in customizing the strategies for each program’s demographics.

Since introducing the deposit alternative program less than two months ago, CFS has begun to work with more than 35 of its 120+ credit unions on the initiative. These investment programs have identified nearly \$1.8 billion in excess deposits at their credit unions. One early adopter, Kern Schools Federal Credit Union in California, has seen a significant increase in investment product sales, with approximately \$3 million of it coming in specifically as a result of the excess deposits program.

Innovative thinking and definitive action like this has helped CFS to become a [leader in investment and insurance services](#) for credit unions and their members. The company also has been designated by its employees as one of the [top five best places to work](#) in San Diego among mid-sized companies, with an employee satisfaction rating of greater than 96 percent, in a survey and analysis conducted by the San Diego Business Journal and the Best Companies Group, an outsourced firm that provides regional and industry “best places to work” programs in the United States and Canada.

#### **About CUSO Financial Services, L.P.**

Established in 1997, [CUSO Financial Services](#), L.P. (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](#). Similar services are provided to community banks through a sister broker dealer, Sorrento Pacific Financial LLC (Member FINRA/SIPC); visit [www.mybd.com](#) for more information.

###

Contact: Beth Walsh  
Clearpoint Agency, Inc.  
858.724.2500  
beth@clearpointagency.com