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Credit Union of Texas Signs On with CUSO Financial Services L.P. as its Broker Dealer for Managed Investment Program

Strong support philosophy and comprehensive technology are keys to choice

SAN DIEGO – Feb. 24, 2010 – [CUSO Financial Services, L.P.](#), (CFS) a full-service broker/dealer and SEC Registered Investment Adviser that provides customized investment and insurance solutions to the credit union industry, has entered into an agreement to provide managed broker/dealer services and back office support to Credit Union of Texas, community-chartered in the Dallas metropolitan area.

[Credit Union of Texas](#) switched its investment program to CFS after representatives there requested the change. The \$1 billion credit union, with more than 150,000 members, had an investment program for several years but was looking for comprehensive technology and leadership support to grow the program. They chose CFS for its focus on customer service, its [credit union partnership experience](#) and its ability to provide a mentoring program. CFS will employ the financial advisors and manage all back office efficiencies, including operations administration, trading services, and dataVISION, its proprietary Web-based [support platform for advisors](#), and will mentor the credit union staff to take over the program eventually.

Vice President of Facilities Bryan Durrett, responsible for oversight of the program within the credit union, indicated that the CU was looking for a fresh start for its investment program. “We really liked that CFS has a deep understanding of credit unions, several of which are limited partners. Our previous broker/dealers had an independent philosophy and didn’t really know how to integrate the program into the core offerings of the credit union. Although this program has potential to add income to the credit union, ultimately it is a member service and needs to help our members with their overall financial planning needs. CFS understands that.”

The program falls under the direction of Patti Branco, Texas-based regional program manager for CFS. Karen Coffey, vice president of marketing for CU of Texas, noted that Branco leads by example and

provides the kind of leadership and assistance they didn't have before. She also cited marketing programs, workshop materials, and creative support as key elements of success.

“CFS has a large library of marketing materials that we can adapt to our own needs. That makes a huge difference for marketing an investment program,” said Coffey. “That benefit, plus the respect Patti Branco has already engendered, will be great assets to our team.”

Credit Union of Texas was originally chartered 77 years ago as a credit union associated with education. Many of its members are retired teachers and university professors as well as educational support staff. CU of Texas now has 11 branches in four counties. The investment program has two financial consultants and plans to add to its staff as it meets growth benchmarks. It already has added access to the [Financial Management Center](#), a Web-based financial self-awareness tool, and My Portfolio View®, an online investment review module, to its investment program website: <http://cuoftexas.org/investment.html>.

Credit unions interested in learning more about CFS 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 125 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 SEC Registered Investment Adviser offering customized investment and insurance solutions to credit unions. For [more information](#), call 858-530-4400 or visit www.cusonet.com.

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