



## NEWS

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### **IOWA CREDIT UNION LEAGUE PARTNERS WITH CUSN FOR SHARED BRANCHING**

**ARVADA, CO**—CU Service Network, Inc. (CUSN) signed a marketing agreement today with the Iowa Credit Union League to offer shared branching to Iowa credit unions. Since 1992, CUSN has successfully implemented shared branching for over 74 credit unions. CUSN also recently expanded its ventures into Nebraska and Idaho.

The CU Service Network has the ability to offer nationwide-shared branching services to credit union members from its affiliation with the Credit Union Service Corporation (CUSC) based in Duluth, Georgia.

Approximately one in three individuals in Iowa belong to a credit union. The new agreement allows the first opportunity for major expansion of shared branching in Iowa and can also better serve members living in rural and underserved areas. More locations enhance convenience by providing Service Centers near members' homes, work, and preferred shopping areas. Members also have access to locations when they travel and relocate out of state. Extended evening and Saturday hours, in addition to regular hours, provide an additional benefit to credit union members as well.

"The League is extremely pleased to be able to offer shared branching services to our member credit unions," said Patrick S. Jury, Iowa Credit Union League CEO and President. "Shared branching will provide yet another service delivery channel for Iowa credit unions. Research demonstrates that members want to do their financial business near where they live or work. Shared branching will make it possible for all credit unions, regardless of size, to offer this convenience without the brick and mortar cost of building additional branches. This is another way in which Iowa credit unions can continue to grow and maintain a vital and healthy future."

The CU Service Network is excited about the latest expansion. “This new agreement between Iowa, CUSN, and CUSC to offer shared branching services to Iowa credit union members will deliver day-to-day practical value to those consumers and demonstrates the leadership and innovation of the Iowa Credit Union League,” said Doug Burke, President/CEO of CUSN. “It is the latest example of how the credit union movement constantly searches for new ways to deliver high-quality, 21<sup>st</sup> century services nationwide to our owners – the credit union members.”

“CUSC is thrilled that shared branching and the Next Generation Network will finally be available to Iowa credit unions through the partnership between Colorado’s CUSN and the Iowa Credit Union League,” said Carroll Beach, President/CEO of CUSC. “This partnership will certainly begin to provide Iowa credit unions a level playing field with their bank competitors increasing their branching locations to over 2,500 worldwide,” Beach concluded.

The Iowa Credit Union League is the trade association that represents the interests of Iowa credit unions and their members. Credit unions are not-for-profit, financial cooperatives owned and operated by their members. Iowans use their credit union membership to receive higher interest rates on savings and lower interest rates on loans. For more information on the League and Iowa credit unions, visit [IowaCreditUnions.com](http://IowaCreditUnions.com).

Credit Union Service Network, Inc. is owned by credit unions and affiliated state organizations. It was established to help participating credit unions reach more members in areas outside of their office radius. CUSN assists credit unions in providing and enhancing service delivery to their membership in a cost-effective, profitable, and cooperative manner; participating credit union members have access to shared CU Service Centers throughout the United States. Since 1992, CU Service Network has successfully implemented shared branching for over 72 credit unions in Colorado, Idaho, Iowa, Nebraska, New Mexico, Texas, and Wyoming. Credit unions own the network and have a volunteer board to govern the direction of the organization. For more information visit our web site at [www.cusn.com](http://www.cusn.com).

CU Service Network’s affiliation with shared branching nationwide is through CU Service Corporation (CUSC), based in Duluth, Georgia. CUSC is the credit union movement’s largest shared branching network representing 55 percent of all national locations and 68 percent of credit unions participating in shared branching. CUSC is the only shared branching network representing credit unions, leagues, CUSOs, CUNA and CUNA Mutual. The CUSC network has been in place since 1987, and is designed to offer credit union members convenient access to their credit union accounts through multiple locations and extended hours. Through groundbreaking technology, CUSC’s Next Generation Network offers credit unions lower cost, enhanced transaction functionality, and greater information capacity, making it possible for more credit unions to offer shared branching to their members.