

FOR IMMEDIATE RELEASE

Contact:
Meghan Stewart
CU Service Network
Marketing Specialist
(720) 945-7244
mstewart@cusn.com

RIO GRANDE CREDIT UNION JOINS SHARED BRANCHING NETWORK

LAKESWOOD, Colo. (July 7, 2011)—Rio Grande CU, headquartered in Albuquerque, New Mexico has joined shared branching, which has extended convenience for their members beyond their five individual credit union locations. Their members now have the ability to conduct financial transactions at over 4,300 nationwide locations. Rio Grande CU has also opened their branches to guest members offering added convenience to members of participating credit unions in the spirit of cooperation.

Shared branching essentially “opens the doors” of other credit unions to members of credit unions who are part of the shared branching network. Through shared branching, members can conduct the services they most frequently use, including deposits, withdrawals, funds transfers, loan payments, and balance inquiries. New credit unions and locations are added monthly, which translates into even more convenience for members.

Account access at numerous locations is essential for today's mobile lifestyles and one of the primary reasons Rio Grande CU joined shared branching.

Chris Fitzgerald, President/CEO, states "Shared Branching give us the flexibility to increase our transactional delivery channel to our membership without having the financial implications of adding more facilities."

The staff has also responded well with Rio Grande CU joining the shared branching network. Fitzgerald states, "They [staff] are excited about the opportunities to expand out convenience, while serving a new group of credit union members."

For credit unions thinking of joining CUSN, Fitzgerald shares some words of advice. "Do your homework. It's important to get your employees involved in the implementation. In the end, they are the assets that will make your program successful."

For more information, please visit the CUSN Web site at www.cusn.com or www.cuservicenetwork.com to view detailed information on shared branching, including locations.

ABOUT CU SERVICE NETWORK

CU Service Network, LLC was founded in 1992, to help participating credit unions reach more members in areas outside of their office radius, offering products and services that connect members to their credit unions. Credit Unions own the network, and it has a volunteer board to govern the direction of the organization. To learn more, visit www.cusn.com. Follow CU Service Network on Twitter at: <http://twitter.com/SharedBranching>. Media representatives, contact our Marketing Specialist, Meghan Stewart, at 720-945-7244 or mstewart@cusn.com for additional information.

ABOUT RIO GRANDE CREDIT UNION

Rio Grande Credit Union is a not-for-profit, member-owned financial institution in business solely to serve our members' financial needs. Our membership base includes the City of Albuquerque employees, Bernalillo County employees, VA Hospital employees, and members of Catholic parishes, to name a few. RGCU was originally

chartered as the Albuquerque City Employees Credit Union. With the addition of Bernalillo County employees into our field of membership and the merger with San Ignacio Credit Union, a new name was needed to better represent members. In November 1988, the Board of Directors voted to rename the credit union Rio Grande Credit Union. In 2003, RGCU merged with the VA Federal Credit Union. For more information, visit www.riograndecu.org.

###