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For Immediate Release

ICUL Service Corp, CUNA Strategic Services launch CUMONEY Family Card

Naperville, IL., November 10, 2011 - ICUL Service Corporation (LSC) is introducing another tool to help credit unions compete – the CUMONEY Family Card.

As a pre-paid debit card and a financial education tool for teens, LSC's CUMONEY Family Card is part of a continued expansion of a partnership with CUNA Strategic Services (CSS) to market LSC's travel, gift, and general purpose reloadable debit card programs.

"Credit unions know how critical it is to engage young members while providing financial education," said Wes Millar, CSS senior vice president. "The CUMONEY Family Card is a great tool for parents and credit unions to teach money management skills."

The VISA-branded card carries the teen's name and is funded by the parent with oversight and restrictions established by the parent. Parents and other gift givers have the security of knowing that cards are not directly linked to their accounts--funds are only loaded from the accounts.

In addition to the 20 million Visa locations worldwide, the CUMONEY Family Card works at ATMs. For added convenience, teens and parents have free, unlimited 24/7 access to www.cumoney.com to check balances and transaction histories.

"The best way to learn is through hands-on experience," said George Fiegle, LSC EVP/COO. "Your credit union can help young members develop responsibility and provide them a product they really want. Teens will love the designs and the feeling of having their own card."

LSC and CSS have partnered on gift and general purpose reloadable debit card programs since 2009, including this year's addition of TravelMoney

LSC is the leading provider of pre-paid debit cards to credit unions--providing 2,700 credit unions in 49 states with gift cards, CU TravelMoney, and CUMONEY Everyday Spend pre-paid debit cards. Benefits to credit unions include:

- Provides additional ongoing revenue;
- No liability or fraud exposure;
- Provides a competitive advantage and cross-selling opportunities to your credit union;
- Strengthens existing relationships with your members;
- Creates the opportunity for the next generation to become new members; and
- Ease of operation of the program, no software or hardware requirements, only Internet connection.

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The CUMONEY Family Card is very competitively priced. In a side-by-side fee comparison of pre-paid family/teen debit cards, it beats five other major players in the marketplace across nine categories.

Consumer interest in prepaid continues to explode. Figures show that funds loaded on pre-paid cards has increased to \$36.6 billion in 2010 from \$1.8 billion in 2006. That figure is expected to reach \$67.7 billion in 2011, and \$118 billion in 2012.

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Note: A subsidiary of the Illinois Credit Union League (ICUL), the ICUL Service Corporation operates as a credit union service organization offering a wide array of fee-based products and services and is dedicated to helping credit unions compete. Its services include credit, debit, pre-paid debit, and ATM cards; strategic planning and collections. It serves more than 2,700 credit unions in 49 states including Illinois, as well as the District of Columbia. More information can be found at: www.iculsc.com. ICUL is the primary trade association for credit unions in Illinois, which provides members with information, legislation and education. Membership is open to any credit union operating in accordance with the Illinois Credit Union Act or the Federal Credit Union Act. There are 376 credit unions in Illinois with more than 2.7 million members.

Note 2:

About CUNA Strategic Services

CUNA Strategic Services Inc., owned jointly by Credit Union National Association (CUNA) and the state leagues, saved credit unions more than \$25 million in 2010 through its alliance programs. It provides credit unions with access to quality products, services, and technologies delivered with a competitive advantage made possible through volume pricing and strategic program development. For more information, visit cunastrategicservices.com.