



NEWS RELEASE

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NAFCU SERVICES AND PRIME ALLIANCE UNVEIL NEW HOUSING FINANCE VIDEO ADS FOR CREDIT UNIONS

WASHINGTON — NAFCU Services Corporation (www.nafcu.org/nafcuservices) and Prime Alliance Solutions, Inc. today announced five new customizable video ads that are now available for NAFCU members free of charge to be used on TV/cable, online and in other venues to promote housing finance at their credit unions.

In the wake of a very successful competition resulting in three winning video ads depicting the general benefits of joining a credit union, NAFCU Services ran a similar competition focusing on videos that promote the benefits of financing a home with credit unions. Prime Alliance, the NAFCU Services preferred partner for credit union mortgage solutions, co-sponsored the competition that was implemented by GeniusRocket (www.geniusrocket.com), a firm that connects advertisers with creative professionals around the globe.

Five new winning ads were selected. The videos can be found at www.nafcu.org/video-ads. As with the first competition, the ads are available to NAFCU members on a license- and royalty-free basis, with the only potential cost being a set, one-time fee of \$150 to customize the ads for an individual credit union (payable to the ad designer).

“There is a unique opportunity for credit unions today when it comes to offering superior housing finance solutions,” said Dan Green, executive vice president of strategy at Prime Alliance. “But many consumers are simply unaware that credit unions offer mortgages and refinance options at very attractive rates. With these free video ads, we hope to help credit unions send a message that they are lending now, at a time when competitors may not be or are making it very difficult for consumers to obtain loans.”

“The challenge of making yourself heard in a competitive marketplace doesn’t go away in a tough economy,” said David Frankil, president of NAFCU Services. “In fact, it only becomes more difficult as credit unions find it difficult to allocate scarce resources to create professional video ads.



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Providing these new free ads is one way we can continue to help NAFCU members promote the superior housing finance options that credit unions are offering now.”

About Prime Alliance Solutions, Inc.

Prime Alliance Solutions, Inc. is the largest credit union service organization and the credit union movement’s recognized leader in innovative mortgage solutions. Prime Alliance’s approach to mortgage lending is used by more than 1,600 credit unions nationwide. Prime Alliance offers a full family of real estate solutions, including online applications, loan origination software, loan servicing, closing and settlement services, real estate services, Strategic Mortgage Solutions University and consulting. Visit the website at www.primealliancesolutions.com.

About NAFCU Services Corporation

NAFCU Services Corporation is a wholly owned subsidiary of the National Association of Federal Credit Unions (NAFCU). Since 1975, NAFCU Services has partnered with the industry’s leading solutions providers to offer value-added products and services at a discount to credit unions. Currently, it offers 24 Preferred Partner programs to the credit union community. For more information about NAFCU Services Corporation, please visit www.nafcu.org/nafcuservices.

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