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SECURIAN FINANCIAL GROUP AND NAFCU SERVICES RELEASE PODCAST ON CONSUMER DEBT ATTITUDES IN A MULTI- GENERATIONAL STUDY

WASHINGTON — NAFCU Services Corporation (www.nafcu.org/nafcuservices) and Securian Financial Group, Inc., NAFCU Services' preferred partner in providing credit insurance and debt protection solutions to credit unions, recently released a free podcast and study that examines attitudes about debt, how those attitudes vary by generation, and the implications for credit unions.

The free podcast and download of the study are available online at www.nafcu.org/securian.

The podcast features an interview with John Gibbons, managing director for Securian Financial Group, as he explains the findings of this cutting-edge study. The study explored if and how attitudes toward debt changes among four specific generational groups—from the young Generation Y consumers, now ages 20 to 26, to Generation X (ages 27 to 42), Baby Boomers (ages 43 to 61) and the Silent Generation (ages 62 to 73), as well as among retirees and non-retirees. In particular, the study set out to answer four questions:

1. How do American consumers feel about debt, and are these feelings consistent with their behavior?
2. Do these feelings change across generations?
3. Do Americans come to grips with debt as they approach retirement?
4. Are Americans realistic about debt and how will they manage it in the future?

“By better understanding the differences of intergenerational attitudes regarding debt, the financial planning community can do more to tackle this problem. In particular,



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this study gives perspective on the impact debt may be having on Americans' ability to achieve retirement security," explains Gibbons.

In the podcast, Gibbons also describes the demographics of the participants, key findings and the implications of these findings for credit unions.

"Often treated as two separate aspects of financial planning, credit unions must consider debt and retirement planning together in order to address member needs," explains David Frankil, president of NAFCU Services Corporation. "It's clear from the study that retirement strategies should address not just assets, but also methods of reducing debt over time."

John Gibbons will be covering the results of this study in greater detail at the 2009 NAFCU Strategic Growth Conference in Clearwater Beach, Fla. on March 17–20. Find more information at www.nafcu.org/growth. The conference is open to both NAFCU members and non-members.

About Securian Financial Group, Inc.

Securian Financial Group, Inc. (www.securian.com) was founded in 1880 and has served financial institutions for over 50 years as one of the nation's largest providers of credit life and disability insurance, debt protection, and other products and services. Securian and its affiliates, Allied Solutions (www.alliedsolutions.net) and CNL Financial (www.cnlf.com), serve more than 3,600 financial institutions across the United States. It has been a NAFCU Services Preferred Partner since 2005.

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 27 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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