



NEWS RELEASE

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**NAFCU & NAFCU SERVICES CORP.'S CULOOKUP.COM
TO BE FEATURED IN FREE APRIL 29 NATIONAL SATELLITE FEED**

WASHINGTON – A video featuring The National Association of Federal Credit Unions (www.nafcu.org) and NAFCU Services Corporation's free consumer Web site, CULookUp.com, has been selected for West Glen Communications' (www.westglen.com) free public service announcement (PSA) satellite feed on April 29. The feed will be made available to over 1000 stations nationwide.

Credit unions are not-for-profit entities focused on providing financial services to members across the country, and CULookUp.com was created to help consumers find a credit union they can join. CULookUp.com is a unique site that lists credit unions by geographic location or membership type as well as by their branches and services offered. Visitors to CULookUp.com will also find links to financial education resources and industry information.

CULookUp.com was developed and is maintained by NAFCU Services Corporation and its Preferred Partners to help address two key issues facing credit unions today—enabling consumers to learn more about credit unions while also making it as easy as possible to find a credit union they might be eligible to join.

Since its launch at the end of 2008, CULookUp.com has generated coverage in several major media outlets, including The New York Times, the Wall Street Journal's "The Wallet" blog and Motley Fool.

You may view the CULookUp.com PSA at <http://www.culookup.com/WatchOurVideo/tabid/208/Default.aspx>.

During the month of April, WestGlen Communications, a broadcast and Internet public relations consultancy and production company, is conducting weekly 15-minute satellite feeds of PSAs. In 2008, WestGlen tracked results on 167 television and radio public service announcements, reporting over 1.2 million airings, almost 7 billion audience impressions and over \$148 million in donated media value.

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NAFCU is the only national organization that focuses exclusively on federal issues affecting credit unions, representing its members before the federal government and the public.

Since 1975, NAFCU Services Corp., a wholly owned NAFCU subsidiary, 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 29 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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For the latest in credit union information, visit our Web site @ www.nafcu.org