



NEWS RELEASE

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NAFCU SERVICES PROVIDES FREE VIDEO ADS TO NAFCU MEMBERS

WASHINGTON — NAFCU Services Corporation (www.nafcu.org/nafcuservices) announced today that it is making available free 30-second video ads for NAFCU members to use on TV/cable, online and in other venues to promote their credit unions and increase awareness of the benefits of credit unions in general.

The ads were selected following a global competition, implemented by GeniusRocket (www.geniusrocket.com), a firm that connects advertisers with creative professionals around the globe. The videos can be found at www.nafcu.org/video-ads. 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 tremendous competition in financial services today,” said David Frankil, president of NAFCU Services. “With the tough economy and high cost of professional video, many credit unions are cutting back on their promotional budgets. Providing free ads is one way we can give back to our members and help credit unions reach out to existing and prospective members in their local markets.”

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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To learn more about NAFCU Services, please visit our website at: www.nafcu.org/nafcuservices



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