

Credit Union - Invest in America Member Rewards Marketing Agreement

CU Village ("CUV"), with a principal place of business at 38695 W. Seven Mile Rd., Livonia, MI, 48152, has entered into agreements with select U.S. based companies ("Providers") to offer credit union member discounts as part of its Invest in America (IIA) Membership Enhancement Program. CUV has agreed to promote these discounts, as Member Rewards through Invest in America, to credit unions and credit union members nationally. These discounts, as offered pursuant to this Agreement, are referred to herein as the "Offers."

Credit Union (as named below) would like for itself and its members to receive the benefits of the Offers and agrees to market the offers to its membership including directing members to www.LoveMyCreditUnion.org for complete details and access to the offers. Credit Union understands that in so doing members will be able to view all IIA Member Rewards offers and will not have the ability to only promote selected offers. Therefore, by signing this Agreement, Credit Union agrees to meet the following minimum marketing requirements for one of the following levels:

Sign-up Level

The credit union is not required to market the program in any specific way. However, CUV recommends utilizing any of the Partnership Level activities as feasible for the credit union. By signing up in support of the program, the credit union will be identified as a participating credit union on www.LoveMyCreditUnion.org, receive monthly communications regarding the Offers and be provided with an ID and Password to access password protected areas of www.LoveMyCreditUnion.org. Marketing incentives will not be paid to credit unions at this level.

Endorsement Level

1. Promote the Invest in America program in credit union lobby. (CUV provides free materials available for download including posters and take-ones)
2. Prominently display IIA web banner that links to www.LoveMyCreditUnion.org, on the home page of the credit union's web site. (Banners provided by CUV)
3. Publish quarterly IIA article in credit union's newsletter. (Content provided by CUV)
4. Distribute monthly IIA Frontline Staff Update to all frontline employees. (Provided by CUV monthly)

Incentive Payments

In exchange for the efforts above, CUV shall pay credit unions, at the Endorsement Level, an annual incentive. Payments will be based on actual payments received from Providers and equal to 20% of the amount paid to CUV for each trackable Invest in America Member Rewards program sale to a member of the credit union. Marketing incentives will be paid annually upon actual receipt of payment to CUV by Providers.

Term

Contract Year will be the calendar year beginning January 1 of each year and ending the following December 31.

This Agreement shall be effective from the date it is signed. If not fully satisfied, either party may cancel by giving thirty (30) days prior written notice of cancellation by registered or certified U.S. mail, postage prepaid and return receipt requested. If no such notice is received, this agreement will automatically renew January 1 of each year. If Credit Union cancels this Agreement prior to the end of any contract year, it shall not be entitled to receive marketing incentive related to sales occurring during that contract year.

By signing this agreement and selecting your level of support, you agree to the terms of this Marketing Agreement.

Credit Union _____ Support Level ____ Sign-up ____ Endorsement

Address _____ City _____ State ____ Zip _____

Web Site _____ Credit Union Charter # _____ # of Branches _____

Contact Person _____ Title _____

E-mail Address _____ Phone Number _____

Signed _____ Title _____ Date _____