

**Contact:** Glenn Ray, Director of Public Affairs, MCUL & Affiliates  
[Glenn.Ray@mcul.org](mailto:Glenn.Ray@mcul.org), (800) 262-6285, ext. 246

Michelle Larson, Media Relations Manager, CUNA Mutual  
[Michelle.M.Larson@cunamutual.com](mailto:Michelle.M.Larson@cunamutual.com), (608) 231-8310

## **Invest in America Announces New Partnership with CUNA Mutual**

Livonia, Mich., Jan. 20, 2011 – CUNA Mutual is the newest partnership in CU Solutions Group’s Invest in America program, which will offer discounts on home and auto insurance for credit union members. Launching in February, the partnership will give members more choices for discounts, and open up the benefits of the MEMBERS® Auto & Homeowners Insurance program to even more consumers. The MEMBERS® Auto & Homeowners Insurance program is part of the MemberCONNECT® Program, offered exclusively by CUNA Mutual.

“This partnership will strengthen two industry-leading organizations for the benefit of all credit unions and members,” says David Adams, president of CU Solutions Group. “We see a natural synergy between Invest in America’s auto partnerships and CUNA Mutual’s auto insurance offerings.”

The more than 2,700 participating Invest in America credit unions throughout the country, including more than 1,400 that already endorse CUNA Mutual’s MEMBERS® Auto & Homeowners Insurance will be able to offer the benefit to members.

“According to the March 2009 comScore Auto Insurance Report, almost 63% of today’s auto insurance buyers get an online quote before purchasing a policy,” said Lois Zajac, director of product management at CUNA Mutual. “The partnership with Invest in America and CU Solutions Group will help credit unions reach and build stronger relationships with these members.”

Credit union members can get quotes directly through Invest in America’s [www.LoveMyCreditUnion.org](http://www.LoveMyCreditUnion.org) website, and credit unions can take advantage of no-cost marketing materials (including banner ads and newsletter articles) from CU Solutions Group. Any credit union member can take advantage and current MEMBERS® Auto & Homeowners participating credit unions do not have to take any action to participate.



Invest in America, which began with a General Motors discount in December 2008, has provided discounts to members on more than 317,000 vehicles and brought more than 213,000 auto loans to credit unions. Forty-six states participate in the program, and more than 2,700 credit unions promote it to their members. It also includes partnerships with other U.S.-based companies, including with Sprint, which has more than 1 million activations to date, saving participants more than \$80 million.

*CU Solutions Group, a marketing, technology and human resources company based in Livonia, Michigan, holds contracts with U.S.-based companies for exclusive credit union member discounts through the "Invest in America" program. Its role is to provide marketing and technology support for credit unions on these membership enhancement programs. For more information on Invest in America, visit [www.lovemycreditunion.org](http://www.lovemycreditunion.org) or follow @Lovemycreditunion on Twitter [www.twitter.com/LoveMyCU](https://www.twitter.com/LoveMyCU).*

*CUNA Mutual Group insurance, retirement and investment products provide financial security and protection to credit unions and their members worldwide. With more than 75 years of true market commitment, CUNA Mutual's vision is unwavering: To be a trusted business partner who delivers service excellence through customer-focused products and market-driven insight. More information on the company is available on the company's website at [www.cunamutual.com](http://www.cunamutual.com).*

*CUNA Mutual Group is the marketing name of CUNA Mutual Insurance Society, its affiliates and subsidiaries, including CUMIS Insurance Society, Inc. Product availability and features may vary by jurisdiction and are subject to actual policy language. Corporate headquarters are located in Madison, Wisconsin. The MEMBERS® Auto & Homeowners Insurance program is made available by CUNA Mutual Insurance Agency, Inc. and underwritten by leading insurance companies. The insurance offered is not a deposit and is not federally insured or guaranteed by your credit union.*

###

MAH-1210-28FB