

Contact: Glenn Ray-Director of Public Affairs
(800) 262-6285, ext. 246

Invest in America Adds Shop America as New Partner *New Discounts Increase Value of Credit Union Membership*

Livonia, Mich., June 4, 2010 – Invest in America is adding even more value for credit unions across the country, giving members access to more than 1,200 online merchants at launch with the online mall Shop America. With up to 15 percent discounts from a variety of name-brand vendors, the new partners will give credit union members new ways to save and support American companies.

“Invest in America’s suite of member-benefits programs continues to grow and encourage support for American-owned businesses,” says CUcorp President David Adams. “Bringing different merchants together through Shop America creates a backbone for the whole Invest in America program.”

Shop America is an online mall featuring 1,200 merchants such as Apple, Target, Best Buy, Gap, Barnes & Noble, Macy’s and Office Depot. The discounts range from 1 percent to 15 percent, and members will be mailed a check when the accumulated cash back from all merchants is \$10 or more. Access to the mall will be available through www.lovemycreditunion.org.

Credit union members will also have access to comparison shopping features to help them find the best deals. Searching by product will bring up the prices from different merchants allowing the member to find discounts and the best possible deal. Each participating company will offer special member discounts available through Shop America.

“With the current state of our economy, this is a tremendous opportunity for credit unions and their members to save money on everyday purchases,” says Rob Danielson, Incentive Networks VP of Business Development. “We are very excited to be working with CUcorp.”

The mall will be run by Incentive Networks, a leader in merchant funded loyalty programs in the US and Europe. Incentive Networks will also provide credit union members access to their customer service center. The initial contract runs for three years.



CUcorp, a marketing 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 or follow Lovemycreditunion on Twitter www.twitter.com/LoveMyCU.

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