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Credit Union Members Save With FTD Florists, CU Benefits Express

“Invest in America” continues to add American-based member benefits

Livonia, MI, Nov. 13, 2009 – Whether it’s visiting the dentist, going out to dinner, buying flowers or booking a ski vacation, credit union members have access to exciting, new discounts now that FTD and CU Benefits have joined the “Invest in America” program. America’s more than 90 million credit union members can now take advantage of a 20-percent discount on FTD flowers and gifts as well as discounts on medical and lifestyle packages from CU Benefits Express.

The FTD discount gives members 20 percent off flowers and gift packages as well as its “Good as Gold” 7-day satisfaction guarantee. The program will run through Oct. 31 2010. CU Benefits Express, through a partnership with Credit Union Resources, an affiliated company of the Texas Credit Union League, offers credit union discounts on a variety of services in two packages – medical benefits and lifestyle benefits – each for around \$12.00 a month. Each package includes more than a dozen free and discounted programs, such as LifeLock identity theft services, TelaDoc™ (providing 24/7 phone access to doctors), and discounts on everything from chiropractors to restaurants to pet care. Some of these programs, when purchased on their own, would cost as much as an entire CU Benefits Express package.

“There has never been a better time to be a member of a credit union. The new ‘Invest in America’ offers from American companies resonate with credit union members,” said David Adams, CUcorp CEO. “FTD and CU Benefits Express significantly expand the scope of the products offered by credit unions. It’s the difference in belonging to a member-driven financial institution that provides superior service and supports U.S. jobs.”

Also in November, “Invest in America” announced the Chrysler “Affiliate Rewards” program where credit union members receive preferred pricing through the end of November. To date over 2,000 credit unions actively market “Invest in America,” with more than 200,000 GM and Chrysler vehicles being sold. New partners are being added every month.

Each “Invest in America” benefit is explained in detail on www.lovemycrreditunion.org. “Invest in America” is currently offering discounts with Chrysler, GM, Sprint, Thor Industries, FTD, CU Benefits and Allied Moving and Storage.

FTD (www.ftd.com) is a leading provider of floral related products and services to consumers and retail florists, as well as other retail locations offering floral products, in the U.S., Canada, the U.K. and the Republic of Ireland. The business utilizes the highly recognized FTD and Interflora brands, both supported by the Mercury Man logo, which is displayed in approximately 45,000 floral shops worldwide.

CUcorp, a marketing company based in Livonia, Michigan, holds contracts with Chrysler and other 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.lovemycrreditunion.org or follow Lovemycrreditunion on Twitter www.twitter.com/LoveMyCU.

*CU Benefits Express Disclosures. **This program is NOT insurance. This discount card program contains a 30 day cancellation period.** For a full list of disclosures, visit www.lovemycrreditunion.org. TelaDoc does not replace the primary care physician. TelaDoc is not available in Oklahoma. TelaDoc is available to members 10 years of age and older. TelaDoc does not guarantee that a prescription will be written and operates subject to state regulations. TelaDoc does not prescribe DEA controlled substances. TelaDoc physicians reserve the right to deny care for potential misuse of services. All rights reserved ©TelaDoc, Inc. 2009.*

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