



NEWS RELEASE

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Elevations Turns Key on Relationship with CU Direct

Boulder, CO — Elevations is taking member satisfaction to the next level with an announcement today that it has entered into a contract with CU Direct. CU Direct (www.cudirect.com) will help Elevations deliver seamless options to its membership around automobile buying and loan financing. “As part of our commitment to providing state of the art delivery of loans to our membership, we are thrilled to have CU Direct on board,” said Ray Lindley, Senior Vice President of Lending for Elevations Credit Union. “We think this partnership will provide added value and ease of use,” Lindley went on to say. CU Direct’s suite of CUDL auto lending solutions help drive loan growth, business efficiency and improve member satisfaction. Currently, more than 1,060 credit unions nationwide, serving 34 million members are utilizing CU Direct’s lending solutions. Working in partnership with CU Direct, Elevations will have the opportunity to build strong relationships with its dealers that will allow flexibility in both pricing and underwriting. “Customized programs are key to ensuring members get the best possible financing solution for their auto purchase,” said Lindley. Members will have access to new state of the art online vehicle buying tools as well as mobile applications that will provide 24x7 resources. In addition, advanced automobile search functionality will provide members with real time access to inventories throughout the Front Range.

Elevations anticipates \$30 Million in vehicle loan financing in 2014 through CU Direct programs. As part of its December 1, 2013 rollout Elevations will be offering vehicle loan financing as low as 2.99 APR.

Elevations Credit Union, headquartered in Boulder, Colorado, was founded on the campus of the University of Colorado in 1952 and has evolved into a financial institution able to meet complex financial needs of consumers and businesses. Members enjoy free online banking and online bill pay, 9 branches serving Boulder and Broomfield Counties as well as Loveland, 4,500 shared branching service centers, and 34,000 CO-OP ATMs nationwide. With a solutions-based business model Elevations is uniquely tailored to assist the consumer in making informed decisions. Because of our outstanding service quality and suite of competitively priced products, we have been voted "Best Financial Institution" 14 times. Elevations provides banking services to over 100,000 of your neighbors and friends and has over \$1.4 billion in assets. If you love where you live, it matters where you bank. Check us out at elevationscu.com.

Established in 1994, CU Direct Corporation has helped the credit union industry fund over \$120 billion in loans by being the nation's leading lending and automotive solutions provider for credit unions. Representing more than 1,060 credit unions, CU Direct specializes in solutions that help credit unions generate loans, manage risk and provide value to members. CU Direct Corp. offers a diverse, extensive library of products and services designed to help credit unions advance their lending programs and achieve overall portfolio success. Solutions include CUDL, Lending Insights, Lending 360, OnSpot Financing, Vero, and its suite of auto buying products. For more information about CU Direct Corporation visit www.cudirect.com.