



PRESS RELEASE

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CU Business Group Announces New Security, Convenience and Productivity

Secure Document Exchange and new credit union focused website make information transfer easier and more secure

PORTLAND, OR—As credit unions look to grow membership, loans, deposits and net income by adding business services to their suite of offerings, they're finding it's a fast-moving and perhaps more complex world than they expected. Business owners need transactions closed in a hurry to make the most of business opportunities, and they need information and guidance to help them maximize their business services programs. Credit unions are being asked to do more than ever and are continually having to balance speed, efficiency and security. To help credit unions keep pace, CU Business Group today announces their new Secure Document Exchange service, and a complete overhaul of their website to become a more comprehensive information source.

Secure Document Exchange (SDX) is a service used to transmit documents between CU Business Group and affiliated credit unions. "With all the paperwork required to document and close a business loan, it is imperative to have an efficient, secure means of electronic delivery for loan documents and other confidential information. SDX provides just that, and it will be a real timesaver for our credit unions and their business members," said Larry Middleman, President of CU Business Group.

SDX uses state-of-the-art security measures such as tamper sealing, digital rights management and enforceable integrity to assure that messages are delivered to whom they're intended and readable only by the intended recipient. SDX-transmitted documents are delivered instantly and at a substantial cost savings versus courier delivery. "Couriers and email are fading fast in the world of business services," commented Middleman. "SDX offers the ultimate blend of security, efficiency and cost-savings for confidential information transfer."

SDX is a web-based service so it requires no expensive hardware or software to install. "CU Business Group is taking on the burden of software management, so our credit unions don't have to," said Middleman.



CU Business Group also revamped its website to become a more robust information resource for credit unions looking to enhance and maximize their business programs. “Credit unions are the reason we exist, so we centered the website around their needs, their questions,” said Middleman. “We want to make it easy for credit unions to match their needs with our services and to understand what the next steps might be in growing their business program.”

The site is organized around the four phases of the business services lifecycle – Plan, Start, Expand and Advance. Credit unions investigating business services or looking to grow their program can click on each of the lifecycle stages to discover the types of issues they might encounter, and ways that CU Business Group can help them. In addition, the website will include comprehensive program information and listings of CU Business Group’s events, such as seminars, workshops, webinars and the national conference. The site is now live at www.cubg.org.

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CU Business Group, LLC, provides business lending, deposit and consulting services to credit unions nationwide. Partnering with 11 corporate credit unions, eight of which are owners, CU Business Group provides strategic and technical expertise to credit unions with advanced business programs or those just starting out. Based in Portland, Oregon, with offices in the Midwest and Eastern U.S., CU Business Group is the largest business services CUSO in the industry serving over 250 credit unions in 32 states.

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