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## **PRESS RELEASE**

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## **CUBG Invites CU's to Participate in Business Deposits Survey**

(Portland, Ore. – June 22, 2009) – Business services CUSO CU Business Group, LLC, is inviting credit unions to take part in their first ever Business Deposits Benchmarking Survey.

The survey is focused on gathering key data to help credit unions evaluate their business deposits program performance. In exchange for completing the survey, CUBG will provide participants with a complimentary copy of the survey results, which will include key strategies and tactics used by high performers, benchmarks for business deposit balances, current and future strategies planned by industry credit unions and more.

“CU Business Group frequently hears from credit unions who want to know how their business deposit programs compare to others,” explains CUBG President/CEO Larry Middleman. “The truth is that this kind of specific information just isn’t out there, making it hard for credit unions to determine the success of their programs. This is a great opportunity for credit unions to contribute data and responses that will be truly beneficial to continued development and expansion of business services in the credit union industry.”

The online Business Deposits Benchmarking Survey will be open for responses through July 8<sup>th</sup>. To participate, visit [www.cubg.org](http://www.cubg.org).

CU Business Group, LLC, provides a wide array of business lending, deposit and consulting services to credit unions nationwide. CU Business Group provides products and technical expertise to credit unions with advanced business programs, and all the basics for those just starting out. Based in Portland, Oregon, with offices in the West, Southwest and Eastern U.S., CU Business Group has a staff of 24 professionals and is the largest business services CUSO in the industry, serving over 300 credit unions in 39 states.

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[www.cubg.org](http://www.cubg.org)