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ADT Launches Nationally With Love My Credit Union Rewards

Livonia, MI, October 20, 2014 – CU Solutions Group is pleased to announce that the Love My Credit Union Rewards program is expanding its ADT Credit Union Member Discount nationwide on October 20, 2014. The exclusive offer from ADT includes a FREE ADT monitored home security system* valued at \$850 and \$425 in credit union member savings on additional equipment.

“We are excited to be launching our Love My Credit Union Rewards partner, ADT, nationally to credit unions and their members,” says David Adams, CEO of CU Solutions Group. “Continuing to enhance the program with leading brands like ADT, who can add value to credit unions and help members save, is our top priority.” More than 3.6 million credit union members have saved over \$1 billion with Love My Credit Union Rewards. In addition, the program has generated in excess of 340,000 auto loans for credit unions totaling more than \$7.5 billion.

Formerly known as Invest in America, Love My Credit Union Rewards offers credit unions four bundles of products to help save credit union members money on the products and services they use every day. The bundles make it easier for credit unions to market the programs to members and to link to core products and services. The four bundles include All, Auto, Home and Invest in America.

- **The All bundle** allows credit unions to holistically participate in the program and market valuable discounts to members with streamlined marketing requirements. The All bundle is ideal for just about every credit union, offering great discounts from Sprint, GM, TurboTax, Credit Union Auto Club, ADT, DIRECTV, Allied and Love to Shop.
- **The Auto and Home bundles** were put together for credit unions to use in conjunction with their low loan rates and to add value to special promotions – such as auto loans, mortgages or home equity lines of credit. The Auto bundle includes discounts on GM vehicles and roadside assistance from Credit Union Auto Club. The Home bundle includes discounts from Sprint, ADT, DIRECTV and Allied Moving Services.
- **The Invest in America bundle** offers discounts from trusted America companies including GM, Credit Union Auto Club, TurboTax, DIRECTV and Allied Moving Services.

The expansion of ADT on a national level will be offered under the All and Home bundles of Love My Credit Union Rewards, as well as an individual program. The ADT Credit Union Member Discount offers exclusive savings to credit union members and creates opportunities for credit unions to drive core product growth as well as earn non-interest income.

Visit LoveMyCreditUnion.org/ADT to learn more.

**With \$99 customer installation and purchase of alarm monitoring services.*

CU Solutions Group serves the credit union industry nationwide by offering essential solutions in five key areas: marketing, technology, membership enhancements, performance management and Michigan. It was formed out of the combination of CU Village and HRN Management Group, and is owned by more than 100 investors made up of leagues, credit unions and credit union system organizations. CU Solutions Group is the home of the well-known credit union industry program Love My Credit Union Rewards and its trusted partners like Sprint, GM, Intuit's TurboTax, DIRECTV and more. Learn more at LoveMyCreditUnion.org, www.facebook.com/LoveMyCreditUnion or www.twitter.com/LoveMyCU.

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