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CU VILLAGE, MERIDIANLINK PARTNER TO OFFER CREDIT UNIONS Online Decisioning and Lending Solution

CU Village and MeridianLink have entered into an agreement to offer credit unions LoanDecision+ powered by LoansPQ, an entirely Web based system that allows members to complete an online loan application and receive an answer within 30 seconds on whether their application has been pre-approved or forwarded to a loan officer for further review.

“In addition to providing members with a better lending experience, LoanDecision+ has a number of other useful features,” said Todd Mason, chief operating officer for Credit Union Village. LoanDecision+ gathers and stores information on members that credit unions can use to cross-sell other loan products such as credit cards and auto loans. And, unlike the traditional paper-based lending process, LoanDecision+ digitizes the loan application and approval process, saving credit unions thousands in paper and toner.

“The program’s Auto Processing Engine can collect applicant information, analyze credit data, and deliver an automated decision to the applicant—all things intended to make the loan officer’s job a little easier. With LoanDecision+, loan officers can focus on other areas that need attention.

“We’re pleased to partner with MeridianLink to offer this one-of-a-kind lending solution designed specifically for credit unions. Now credit unions can realize efficiencies in areas they never thought possible. Credit union members will also benefit from the convenience of being able to apply for a loan online and obtaining a decision almost instantly.”

“Partnering with CU Village, who truly sets the standard as a national eBusiness provider, creates a profound, mutually beneficial relationship that helps credit unions of all sizes become highly proficient lenders without the cost barriers that are normally associated with this type of technology,” said Edward Guerin, director of credit union development for MeridianLink.

Credit unions that wish to order this product may call (800) 262-6285 and ask to speak to a CU Village business consultant.

MeridianLink is an industry leading, enterprise level, application development company serving thousands of companies nationwide with premier credit and lending solutions that deliver real value. Headquartered in Southern California, MeridianLink provides powerful yet practical technologies and unsurpassed service through a combination of knowledge, efficiency, and a passion for excellence. For additional information about MeridianLink, visit www.meridianlink.com.

CU Village.com is a premier provider of Web site development, content management and other e-business services. It is a credit union service organization owned by credit unions, credit union leagues and credit union service organizations. The company started in 1996 as a division of CUcorp,

the Michigan Credit Union League service corporation, and incorporated as a separate company in July 2000. It is dedicated to helping credit unions and leagues use technology to better serve their members.

CU Village.com is supported by and serves nearly all state credit union leagues and over 200 credit unions nationwide. For additional information about CU Village, visit www.cuvillage.com.

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