



FOR IMMEDIATE RELEASE

## **CU Village and HRN Management Group Merge to Become CU Solutions Group**

**Livonia, MI, December 7, 2010** – To better serve its credit union clients, CU Village and its sister company HRN Management Group will merge in January 2011 and will now be known under a new name and brand—[CU Solutions Group](#). The combined structure will enable CU Solutions Group to bring a diverse range of products and services to credit unions and leagues nationwide under a single, unified source.

“We brought CU Solutions Group together with one goal in mind—to help credit unions grow, remain strong and to better serve their members,” explains CU Solutions Group CEO Dave Adams. “To accomplish this, we take a comprehensive approach and offer a vast array of solutions credit unions need to create and implement effective strategies to compete in today’s marketplace. With the merger of CU Village and HRN into CU Solutions Group, we now have a total suite of the products and services credit unions need – all under one umbrella.”

The merger was approved by the shareholders of CU Village and HRN in late-October. While majority ownership is held by the Michigan Credit Union League & Affiliates, including its wholly owned subsidiary CUcorp, the new company is owned by a total of 37 investors including numerous leagues, credit unions and credit union system organizations around the country. A key strategy for CU Solutions Group, as was the case with CU Village and HRN, will be to work with leagues and other credit union system partners to bring solutions to the marketplace. Its partnerships with Sprint and GM through the Invest in America program are examples of how such agreements benefit the entire credit union movement. CU Solutions Group serves nearly 3,000 credit unions nationwide and has partnerships with 37 leagues.

With the merger and name change, CU Solutions Group will maintain the same staff and offerings its clients have grown to trust. Each CU Solutions Group division was created to work independently, as well as to support each other, by having some of the best and most innovative products and services in the industry. All four divisions are premier providers within their respective discipline, and by combining them all into one company, they’re able to leverage a dynamic synergy that offers credit unions a single place to find key business solutions they need. CU Solutions Group offers credit unions:

- **Technology Solutions** – A leading provider of websites, consulting, custom solutions and e-business products and services, including its flagship content management system that is the technology behind the InfoSight compliance system, FindACreditUnion.com and hundreds of credit union and league websites.

- **Marketing Solutions** – A comprehensive marketing and advertising agency designed to assist credit unions with their marketing needs.
- **Membership Enhancement Solutions** – Delivered under the Invest in America brand, exclusive discounts on products and services for credit union members designed to drive business to credit unions, increasing value of membership and wallet share.
- **HRN Performance Solutions** – A complete range of talent, compensation, governance and human resource management products and services to help improve organizational performance. This includes the well-known Performance Pro and Compease products.

For more information, please contact Todd Mason, vice president and chief operating officer of CU Solutions Group at 800.262.6285 ext. 262 or email [Todd.Mason@cusolutionsgroup.com](mailto:Todd.Mason@cusolutionsgroup.com).

*CU Solutions Group serves the credit union industry nationwide by offering essential solutions in four key areas: marketing, technology, membership enhancements and performance management. All four divisions take a comprehensive approach to help credit unions grow, expand and serve their members. CU Solutions Group and its divisions strive to be premier providers of the valuable products and services credit unions need to succeed. It was formed out of the combination of CU Village and HRN Management Group, and is owned by 37 investors made up of leagues, credit unions and Credit Union System organizations.*

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