



Media Contact:

Lisa Rizk at 800.262.6285 ext. 539

Lisa.Rizk@cusolutionsgroup.com

FOR IMMEDIATE RELEASE:

CU Solutions Group Launches Referral Program with More Than \$15,000 in Prizes

Livonia, MI - February 24, 2016 – CU Solutions Group today announced the launch of its new campaign, "\$50/\$50/\$5K Credit Union Referral Campaign", through their Love My Credit Union Rewards program. Love My Credit Union Rewards is an award-winning program that provides credit union members with valuable discounts on products they use every day from national partners, including Sprint.

"We are very excited and expect this campaign to drive further participation in the increasingly popular Love My Credit Union Rewards program," said Dave Adams, CEO of CU Solutions Group. "In addition, the new campaign will bolster relationships amongst credit union members and credit union employees, who both receive incentives for taking advantage of these exclusive discounts."

The \$50/\$50/\$5K Credit Union Referral Campaign incentives include:

- When a credit union member currently using Sprint refers another member, both the referrer and referee are entered to win a \$5,000 Visa gift card when the new Sprint account is activated. Also, both members will receive a \$50 service credit on their Sprint bill.
- Members who are referred by a credit union employee still receive a \$50 service credit upon activation and registration, and both the employee and the member are entered into separate \$5,000 Visa gift card drawings.
- Each Sprint Credit Union Member Discount referral completed by a credit union employee is an entry to win a \$5,000 donation to a charity of the credit union's choice*.

The campaign will launch March 1 and run thru May 31, 2016. For more information on the new referral campaign, credit union employees can visit www.LoveMyCreditUnion.org/CUCellReferral.

*Must be a 501(3)(c)

###

About CU Solutions Group:

CU Solutions Group is a credit union service organization that serves the credit union industry by offering essential solutions in five key areas: marketing, technology, membership enhancements, performance management, and lending & operations. The company's dedication to the credit union mission is reflected through service excellence to over 3,000 credit union clients across the country. CU Solutions Group is the home of the well-known credit union industry program Love My Credit Union Rewards. Learn more at www.cusolutionsgroup.com.