



TO: All Media
FROM: Sean M. Rathjen, President, Consumers Credit Union
RE: CAMEO Awards
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Consumers Credit Union Earns 2008 CAMEO Awards

Visa promotion scores big hit with Members

Mundelein, IL, June 17, 2008: Consumers Credit Union (CCU) earned top honors for credit card marketing during this years CAMEO Awards. The competition, hosted by Card Services for Credit Unions (CSCU), included 3,400 Credit Unions in the United States, and was created to recognize credit unions with the most creative and resourceful credit and debit card marketing campaigns.

CCU earned its awards based on it's 2007 "Nothing Is on Sale!" campaign that offered a fixed 7.99% APR on all balance transfers and cash advances. The program was unique because the low rate remained in effect until the cash advance or transferred balance was paid in full.

"The objective was to give Members a great low rate with no surprises," noted Jodi Gray, VISA Manager. "With so many card issuers charging a fee for transfers or a higher rate for advances, we felt our Members would benefit greatly from this offer. To make it even more convenient Members had the ability to access their VISA cash advances through Home Banking, ATMs and over the phone."

CCU won first place in the E-Marketing category. The credit union created three email messages to promote the 7.99% balance transfer/cash advance campaign. Each time a message was delivered, there was an increase in results for the promotion. CCU also earned Honorable Mention for Overall Credit Campaign. This award was based on CCU's outstanding dollar growth compared to the cost of the balance transfer/cash advance promotion.

There are many reasons Members loved CCU's "Nothing Is On Sale" Campaign. Many Members took advantage of the promotion to pay off higher rate credit cards, others used the money for home repairs or vacations, while some simply wanted extra cash at a low rate for the holiday season.

For more information about the Cameo awards, contact Jodi Gray, Consumers Credit Union VISA Manager, at 847.837.7916. CCU is Member-owned, with offices in Waukegan, Mundelein, Round Lake Beach, Gurnee, and North Waukegan and online at www.myconsumers.org.