



CU Direct Connect Now Offers Indirect Lending Products and Services Nationwide

Denver, CO, May 1, 2005 – CU Direct Connect announced today the launch of several new products and services designed to meet a CUSO or credit union’s indirect lending needs. CU Direct Connect has been providing indirect lending to Colorado credit unions and is now expanding outside of Colorado. This comprehensive and flexible set of indirect lending offerings include: CU Direct Connect’s Business Model with Consulting Services, a Loan Processing Service and Auxiliary Software products. These new products will be attractive to credit unions and CUSOs of any size, since they can be customized to meet specific market needs and adaptable to any core lending system.

“By providing our technology expertise and 12 + years experience in the indirect lending business, CU Direct Connect offers a unique opportunity for CUSOs or credit unions to manage their own indirect lending program,” says Steve Anderson, CEO of CU Direct Connect. “Our business philosophy has always been to provide guidance and best practices, while the control of the indirect lending program is in the credit union’s hands.”

CU Direct Connect’s Business Model is vastly different than the others as it provides the CUSO or independent credit union the autonomy to own and manage the strategic and day-to-day elements of their indirect lending program. This includes managing dealer and credit union relations and managing their own underwriting criteria. This proven Business Model can be used in conjunction with any indirect lending core loan system, including CU Direct Connect’s Loan Processing Service.

For those credit unions or CUSO’s who need assistance in processing indirect loans but do not have the operation resources or software to do it, CU Direct Connect will now make available a Loan Processing Service which is a full service processing solution ~ from the online application at the dealers to funding to appropriation of funds at the credit union and dealers. Some unique tools included in this offering are: an online loan

application, primary decisioning engine, customized secondary engine and funding options.

Credit unions and CUSOs who currently have or will be offering indirect lending in the near future may be looking for ways to enhance their program. CU Direct Connect's Auxiliary Software Products may be a good option for those entities. These open-architect modular tools are designed to maintain competitiveness, maximize efficiency, and most importantly, ensure that the credit union member is retained by its current credit union. Protection of the credit union and its members is the resounding feature of these tools.

CU Direct Connect can now provide a complete solution to CUSOs and credit unions who want to enter the indirect lending market. For more information on these products and services, please visit our website www.cudirectconnect.com or contact CU Direct Connect at 720-974-1311.