

NEWS Release

CONTACT: Kelly Kressner, Client Service Coordinator, 480.967.1405
Kelly.Kressner@lemmontree.com

Marketing Panel Shows Most Maintain Strong Marketing Budgets

12/29/08 Tempe, AZ – A recent survey from a panel of credit union marketing professionals, Credit Union Marketing University (www.cuMarketingUniversity.com) alumni, showed that 30% have increasing 2009 marketing budgets while 30% are keeping their marketing budgets the same, and 40% are seeing slight decreases.

The panel of Credit Union Marketing University (CUMU) alums were from credit unions ranging in assets from \$45 million to \$800 million. The results were predominantly from community-charter credit unions with only 40% mentioning budgets will be over 0.20% of assets. In prior years, most community charter credit unions had indicated budgets of at least 0.20% to 0.30% of assets.

Comments regarding the focus of marketing for 2009 included:

- Growing relationships with existing members
- Utilizing an 'expanded field of membership' to acquire deposits and youth accounts
- Brand awareness in the community; communicating that we serve everyone
- Safety of deposits and the stability of our credit union
- Getting new deposits and deepening our relationship with existing members (gaining more walletshare)
- New main office opening in June 2008
- Continued focus on membership, loans, core deposits and relationship
- Growth (member intimacy)

“The marketing and management professionals who are attracted to CUMU are usually high achievers who really want to push their marketing to the next level,” says founder and lead faculty member, Nicolette Lemmon. “We are positioning their credit unions to set up marketing strategy to be successful in 2009, but more importantly with a focus on 2010.”

Added Michael Poulos, President/CEO, Michigan First Credit Union and a guest faculty member, “Any business can make money in good times but only good ones make money in bad times.” He continued,

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“Having been a part of training marketers on the financials at Credit Union Marketing University, having marketers understand the ‘numbers’ ensures better marketing strategy tied to results.”

Investing in marketing is a common objective for CU Marketing University alums, where through one week of strategic marketing training, the importance of consistently staying in front of members with the right messages and solutions was instilled in their minds. Students learned how to maximize their Credit Union’s marketing budget by allocating marketing dollars towards projects that would best efficiently meet their strategic goals. Through developing a Strategic Marketing Plan and practicing the financial implications of calculating the ROI of a promotion, CU Marketing University alums have proven they continue to invest in their marketing to move their Credit Union into the future and plan more effectively around their corporate goals.

The next session of Credit Union Marketing University is **February 9-13, 2009** in **Scottsdale, Arizona**. Learn to maximize a marketing budget and more! Credit Union professionals can enroll in Track 1, “Strategic Marketing Planning for Increasing Credit Union ROA,” or Track 2, for Track 1 alums, “Managing Marketing Performance and ROI to Enhance Credit Union Performance”.

Credit union marketers from across the nation have raved about the quality of training provided at CUMU. Track 1 graduate, David Butterfield, Chief Marketing & Operations Officer at USU Charter Credit Union comments, “Credit Union Marketing University is the most comprehensive marketing training available. It is done with the goals and vision of the credit union and marketing’s place in all of that.”

For more information or to register today, visit www.cuMarketingUniversity.com or call **888.536.6243**.

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FACT SHEET

Credit Union Marketing University, a division of LemmonTree Enterprises, Inc. was established in 2003 with the first graduating class in 2004. The week-long course is offered twice a year, February and September, to credit union marketing and management executives interested in building more strategic marketing plans and improving marketing return on investment. Graduates earn 2.5 Continuing Education Units from Arizona State University, Tempe, Arizona. The hands-on marketing curriculum is academically based, yet has practical applications presented throughout to better relate to strategy from over 20 years of marketing consulting and solutions by the two divisions of LemmonTree. In addition, participants hear from industry leaders including a CEO panel and they must complete a project that is presented to a credit union CEO at the end of the week to demonstrate more effective ways to build support in the senior management team.

The next sessions of **Track One: “Strategic Marketing Planning for Increasing Credit Union ROA.”** will be held February 9-13, 2009. Track 2 of Credit Union Marketing University (CUMU), entitled **“Managing Marketing Performance and ROI to Enhance Credit Union Performance”** for marketing professionals and credit union executives is designed specifically for the alums of Track One, and will also be offered in February 2009.

Faculty include: Experts in Marketing, University Professors, Attorneys for both Trademarks and Compliance Issues, and senior level executives from credit unions nationwide.

Academic Level: Students are eligible for 2.5 Continuing Education Units (CEUs) from Arizona State University, a top ranking educational institution for each track of study.

About LemmonTree Enterprises, Inc.: The divisions of LemmonTree Enterprises Inc. include LemmonTree Marketing Group, Credit Union Marketing University, and Lemmon Publishing Group. LemmonTree Marketing Group has provided marketing, management, and market research consulting to credit unions nationwide since 1984. Lemmon Publishing Group was formed in 1994 to produce training videos, marketing manuals, and other tools for personal, business and credit union marketing. For more information, visit www.lemmontree.com. Credit Union Marketing University was started in 2003 with its first graduating class in 2004. More information is available at www.cuMarketingUniversity.com.