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# Press Release

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## CU Alliance Celebrates 20 Years of Service to Credit Unions

**Houston, Texas – April 24, 2018.** CU Alliance (CUA) is excited to announce its 20th year as a Credit Union Service Organization. CUA is proud to achieve two decades of innovation and steady growth of their product offering and national footprint.

Founded initially as Credit Union Acceptance Company, CU Alliance, LLC manages the operations of several Credit Union loan-growth products and services in several markets. Today, CU Alliance is honored to partner with more than two hundred Credit Unions and multiple CUSOs in 14 states providing Indirect Auto Lending, Mortgage Products, Online Car Shopping Tools, Real Estate, and Insurance Services.

Adrian Dominguez, President/CEO of CUA stated: “To our clients: I am appreciative of your business, I would like to thank them for putting their trust in our ability to help them achieve their goals and vision of success.” For employees, he had this message: “To be in business for twenty years requires exceptional individuals. I am grateful for the opportunity to work with such a group of talented, passionate and caring people.”

Kurt Howard, Executive Vice President of CUAC, added: “I am very proud to be a part of what we have accomplished over the last 20 years and I look forward to what the next 20 years hold. We owe this incredible success to our terrific Credit Union partners, our supportive dealers and the unwavering dedication to success and commitment by our employees.”

John Riley, Executive Vice President of Sales and Marketing, shared his thoughts on this milestone: “Having been part of this amazing journey has been tremendously fun. I truly appreciate the team members that have helped make the organization a success and the credit unions that have embraced CU Alliance as a trusted business partner!”

**About CUA:** Founded in 1998, CU Alliance, LLC (CUA) is a Credit Union Service Organization (CUSO) that offers multiple loan aggregation services for Credit Unions. Everyday Credit Unions

compete to retain member automobile and home loans in a very competitive and technologically driven marketplace. CUA offers Credit Unions a way to respond by leveraging CUSO resources, best practices, and technology to help Credit Unions thrive in the consumer lending business.