



**FOR IMMEDIATE RELEASE**  
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### **CURE Celebrates 1<sup>st</sup> Anniversary**

*Breakthrough service continues to gain recognition among credit union professionals*

Alexandria, VA — Credit Union Retired Executives (CURE), at [www.curetiredexecs.com](http://www.curetiredexecs.com), is pleased to announce the celebration of the 1<sup>st</sup> anniversary of its unique new online service, which offers free and confidential advice that is tailored to questions from credit union professionals. During this inaugural year, the 26 Advisors have answered more than 250 questions from credit union professionals nationwide.

Holly Herman, CURE's Executive Director, said, "We're so pleased with our first year's progress and the uniquely valuable service we're providing to the credit union movement — a service that uses the collective knowledge of retired credit union executives for the benefit of all. The executives who volunteer their services are enthusiastic and happy to be able to help, and the credit union professionals who call upon them have learned that they can rely on the retired executives' expertise and confidentiality, adding a powerful resource that simply did not exist a year ago."

"We want credit union professionals everywhere to know about and understand that they can rely on CURE as a trusted and confidential resource – a resource that can provide customized, targeted advice that addresses their real-world concerns," added Juri Valdov, CURE Chairman and Advisor. Valdov continued, "This is a 'win, win, win' program; it provides a valuable resource for credit union professionals, a way for retired executives to continue to use their knowledge and history, and a way for Supporters to invest in a service that highlights to everyone their commitment to the credit union movement."

Herman went on to say, "We're very happy with what we've accomplished during our first year, and see nothing but continued growth as our service gains broad recognition throughout the credit union community, here and abroad. We believe our service reflects the credit union mission of 'people helping people,' especially now, during a challenging time in the financial services industry and the overall economy, when credit unions are more important than ever to the members they serve."

More than 10,000 visits to [www.curetiredexecs.com](http://www.curetiredexecs.com) were recorded during December 2009, with a total of over 375,000 hits recorded in our first year.

**About CURE:** CURE is a secure virtual network of deeply experienced retired credit union executives who are volunteering their time and expertise to support those working in the front lines of the credit



union industry. This unique online service is the first of its kind, the only place to go 24/7 for confidential advice — free of charge — about the many operational issues facing credit unions today.

**About Credit Unions:** Credit unions are not-for-profit financial cooperatives. They exist to serve their members, not to make a profit. Unlike most other financial institutions, credit unions do not issue stock or pay dividends to outside stockholders. Instead, earnings are returned to members in the form of lower loan rates, higher interest on deposits, and lower fees.