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Contact: Rick Poulton, President
Better Branches LLC
Direct: (925) 261-1266
Toll Free: (866) 444-8344
rick.poulton@betterbranches.com

School Financial Credit Union Selects Better Branches' Indirect Lending Solution

SAN FRANCISCO, California - Schools Financial Credit Union in Sacramento, California has selected Better Branches' Indirect Lending Solution to convert new members obtained through Credit Union Direct Lending (CUDL) into multiple account holders. Using a blend of technology from Better Branches and sales expertise from SegmentOne-a sales consulting firm-the Indirect Lending Solution will allow Schools to quickly cross-sell CUDL members into multiple-account relationships, increasing profitability per account and improving member retention after auto loans are paid off.

Tim Marriott, Vice President of Consumer Loans, said his experience working with Better Branches' has been "very good," adding that the staff was "knowledgeable and worked hard" during installation. "It was a fairly easy process and the Loan by Phone staff has found it easy to use."

Better Branches President Rick Poulton said credit unions with an education-focused membership are finding the Indirect Lending Solution to be an ideal fit for their members. "The solution makes it possible for staff to present pre-approved, individualized offers to members that make good financial sense," he said. "Educators appreciate how quickly and accurately we can demonstrate ways they can save money, and they also enjoy the ease of the fast transaction by telephone."

For more information, contact Rick Poulton, President of Better Branches, at (925) 261-1266 direct, or (866) 444-8344 toll free, or email rick.poulton@betterbranches.com. You can learn more about Better Branches on the web at www.betterbranches.com.

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