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FOR IMMEDIATE RELEASE

***First South Financial Credit Union Partners with Credit Union Student Choice
to Offer Suite of Student Lending Solutions to Members***

Washington, D.C. (May 5, 2021) — [Credit Union Student Choice](https://www.studentchoice.org) announced that it has partnered with [First South Financial Credit Union](https://www.firstsouth.org) (Bartlett, Tenn.) to offer its members innovative lending solutions for both private student loans and student loan refinance.

“A lot has changed in the more than 60 years since First South was founded,” said Craig Esrael, Chief Executive Officer. “Increased college costs have made funding a higher education difficult for many families. “Because our mission is to provide a full range of financial services to members, we’re pleased to partner with Student Choice in helping students and families successfully navigate what can be one of the most challenging financial moments in life.”

First South will offer in-school financing for both undergraduate and graduate students, as well Student Choice’s refinance product.

“Our credit union strives to provide high quality service while also being one of the strongest and most stable organizations in the nation,” Esrael added. “Accordingly, we’re happy to be working with a proven leader in the credit union student lending space. Student Choice not only brings expertise and experience, but also shares a deep commitment to credit union members.”

“The past year has been one of many unknowns,” said Scott Patterson, President and CEO of Student Choice. “Student Choice remains dedicated to providing unmatched service and educational resources

(cont.)



to help members through both good times and times of uncertainty. We look forward to serving the members of First South Financial.”

Student Choice enables credit unions of all sizes to make private education loans that are held on their own balance sheet. Since launching in 2008, the CUSO has helped nearly 300 partner credit unions originate \$3.2 billion in private education loans to more than 100,000 families.

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About Credit Union Student Choice

Credit Union Student Choice is a credit union service organization (CUSO) that positions credit unions as leaders in education finance by offering a comprehensive solution that helps them deliver fair-value private education loans and corresponding financial education to students and families. To learn more, visit www.studentchoice.org.

About First South Financial Credit Union

First South Financial Credit Union was founded in 1957 and has grown to 17 banking centers in Tennessee and Mississippi. First South Financial rates among the top 1% of financial institutions nationwide for strength and stability, according to all independent rating agencies. It has earned perfect ratings from IDC publishing for more than 24 years and from Bauer's for more than 26 years. It is headquartered in Bartlett, Tennessee.