

PSCU's Collections Company Rebrands to TriVerity

St. Petersburg, Fla. — (Nov. 1, 2021) — CU Recovery, a [PSCU](#) company, has announced a new name. The full-service collections agency will now be known as TriVerity, a name that embodies the mission and core values of the organization.

Following a comprehensive rebranding process, “TriVerity” was selected as the new name by an integrated team that included members from PSCU and CU Recovery. “Tri” speaks to third-party collections, while “Verity” refers to a true principle or belief of fundamental importance.

TriVerity (formerly known as CU Recovery) is dedicated to maximizing recoveries on charged-off loans for financial institutions. For more than 30 years, the company has worked with financial institution accountholders to resolve their debts, while keeping a close pulse on economic indicators, business and credit cycles, and changes in the regulatory environment. Earlier this year, the company announced a record-breaking month in recoveries for its more than 850 financial institution clients by collecting over \$3 million in charged-off debt in March.

“While the brand identity may have changed, our mission, core values and commitment to our clients remains the same. As we continue to navigate an unpredictable economic landscape, we want financial institutions and their accountholders to know they can put their trust in us now and in the future,” said Jack Lynch, chief risk officer at PSCU and president at TriVerity. “The transformation truly reflects what the brand represents: Trust. Transparency. Together.”

In addition to TriVerity, The Loan Service Center provides staffing solutions for financial institution collection departments to minimize losses on their delinquent active loan portfolio. For more information, visit [TriVerity.com](#).

About TriVerity and The Loan Service Center

TriVerity, a PSCU company, is a full-service collection agency managing non-performing and charged-off loans with a comprehensive menu of third-party collection services. Since 1990, TriVerity has worked with over 2,700 financial institutions nationwide and is a leading industry expert for financial institution collections of all loan types. The Loan Service Center provides first-party collection services to minimize loan loss by managing early-stage delinquency. The Loan Service Center’s agents work under the direction of financial institution collection departments to follow procedures, while its broad spectrum of collection resources and training programs help financial institutions manage and mitigate loan delinquency rates.

About PSCU

PSCU, the nation’s premier payments CUSO, supports the success of more than 1,800 financial institutions representing more than 6.9 billion transactions annually. Committed to service excellence and focused on innovation, PSCU’s payment processing, risk management, data and analytics, loyalty programs, digital banking, marketing, strategic consulting and mobile platforms help deliver possibilities and seamless member experiences. Comprehensive, 24/7/365 member support is provided by contact centers located throughout the United States. The origin of PSCU’s model is collaboration and scale, and the company has leveraged its influence on behalf of credit unions and their members for more than 40 years. Today, PSCU provides an end-to-end, competitive advantage that enables credit unions to securely grow and meet evolving consumer demands. For more information, visit [psc.com](#).

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