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# Press Release

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## CU Alliance Announces Partnership with Credit Unions First

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[CU Alliance](#)<sup>®</sup>, a leading Credit Union Service Organization based in Houston, is pleased to announce its partnership with [Credit Unions First](#), a newly created CUSO with a shared passion for providing credit unions with the ability to own loan-related products and services.

Since the inception of Collateral Protection Insurance (CPI), insurance companies and industry vendors have profited vastly from a product that can be very destructive to member relationships. Credit Unions First was created to give credit unions the opportunity to protect and manage their collateralized loan portfolio through its cloud-based Navigator Platform, secure customized plans with complete coverage options and flexible pricing for credit unions without being destructive. The credit union keeps premium dollars on its books while insuring for severity claims.

“Credit Unions First is humbled to partner with the great team at CU Alliance.” Said Melanie Munsey, CEO of Credit Unions First. “We are committed to combining our resources to help credit unions understand that they can keep more of their members’ hard-earned dollars on the books. Our collateral protection plan is transparent, compliant, and a new revenue-generating method. CU Alliance parallels our mission of putting the credit unions first, not the vendor. Together we will make a difference.”

“CU Alliance is excited to partner with Credit Unions First to offer our credit union clients collateral protection and help them transform how they manage their insurance products,” said Adrian Dominguez, President and CEO of CU Alliance. “We feel our vision of helping credit unions form strategic alliances and leveraging resources aligns strongly with Credit Unions First and look forward to a mutually beneficial partnership.”