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Press Release

CU Alliance CUSO Welcomes a New Owner/Investor ACUS Holdings

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CU Alliance®, a multi-service Houston Credit Union Service Organization (CUSO), is pleased to welcome ACUS Holdings, LLC, also a credit union owned company, as an owner/investor in the CUSO. ACUS Holdings is based in Tuscaloosa, owned by Alabama Credit Union, and provides various services including indirect automobile lending, insurance, and marketing services.

“CU Alliance is excited to welcome ACUS Holdings to our family of owner credit unions.” Said Adrian Dominguez, President, and CEO for CU Alliance. “We firmly believe that ACUS Holdings’ impactful presence in the Alabama marketplace and their leadership within the credit union movement will greatly compliment and contribute to the future growth of CU Alliance.”

“While CU Alliance and ACUS Holdings have been indirect lending partners for several years, we are very excited to join the CU Alliance CUSO as an owner/investor. The vision of ACUS Holdings is to provide smaller credit unions with a turn-key program for adding quality loans and new members. Our commitment to smaller credit unions and CU Alliance’s tremendous team were the driving force for our choosing to become an owner/investor.” Said Tommy Cobb, CEO of ACUS Holdings.

Kurt Howard, COO of CU Alliance, had this to say about the announcement. “I have worked with Tommy and Joe at ACUS Holdings since early 2021 and have really enjoyed our relationship. These guys do such a great job with their indirect program, and we are proud that they trust us with the technology to fulfill their indirect lending strategy.” I am excited to have them as a new owner and know that they will bring a great deal of knowledge and enthusiasm to our CUSO.”

About Alabama CU: Organized in 1956 to serve The University of Alabama, the Tuscaloosa-based not-for-profit financial cooperative quickly became a favorite among the University community and has nearly 140,000 members and over \$1.7 billion in assets.

About ACUS Holdings: ACUS Holdings, LLC is a credit union owned CUSO offering a full suite of Credit Union products including indirect lending, marketing, and insurance.

About CU Alliance: CU Alliance, LLC (CUA) is a Credit Union Service Organization (CUSO) that offers multiple loan aggregation products and services by leveraging CUSO efficiencies, best practices, and technology to help credit unions thrive in the consumer lending business.