

Press Release

CU Alliance Announces Expanded Partnership with Las Colinas FCU to Offer CU Certified™ Vehicle Service Contracts

Houston, TX | March 11, 2024 – CU Alliance® (CUA), a leading Credit Union Service Organization (CUSO) based in Houston, is excited to announce the expansion of its partnership with Las Colinas Federal Credit Union (LCFCU). Building upon the successful collaboration initiated in December 2023 within the CUSO's Mortgage Program, this significant development highlights both organizations' commitment to elevating member benefits and strengthening CUA's presence in the Dallas, Texas, market.

The expanded partnership empowers Las Colinas FCU to offer its members CU Certified™, the best-in-class vehicle service contracts to enhance its member service offerings. This strategic move improves member experience and provides a valuable opportunity for Las Colinas FCU to boost non-interest income and effectively manage a key loan product program.

Adrian Dominguez, President, and CEO of CU Alliance, expresses his enthusiasm about the expanded collaboration, stating, "We are thrilled to deepen our partnership with the amazing team of Las Colinas Federal Credit Union. This expansion is a testament to our commitment to providing exceptional services to credit union members and the community. By extending our offerings to include CU Certified™ vehicle service contracts, we aim to contribute to the overall financial well-being of Las Colinas FCU members."

Johnette Green, Chief Lending Officer (CLO) of Las Colinas FCU, adds, "Our partnership with CU Alliance has been instrumental, and we are excited to take it to the next level. The addition of CU Certified™ vehicle service contracts aligns perfectly with our dedication to enhancing the financial wellness of our members. We look forward to continuing this collaborative journey and delivering more value to our credit union community."

About Las Colinas FCU: Founded in 1955 by a group of Zale employees and their family members, Las Colinas FCU has maintained a steadfast commitment to quality personal service and providing its members with the best products and rates. Despite the changes, LCFCU remains a strong and viable financial institution. To learn more, visit lascolinasfcu.com.

About CU Alliance: CU Alliance, LLC (CUA) is a Credit Union Service Organization (CUSO) specializing in offering multiple loan aggregation products and services. With a focus on leveraging CUSO efficiencies, best practices, and technology, CU Alliance assists credit unions in excelling within the consumer lending business.