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Press Release

CU Alliance CUSO and Affiliates Rebrand as FocusONE™

Houston, Texas, July 11, 2024 - CU Alliance and Affiliates, along with its business units, CUAC, Member Auto Center, Member Home Loan, and CU Alliance Insurance Services announced today that they have undergone a complete rebranding, which includes a change of their name to FOCUSONE™. This exciting new chapter reflects the company's focus on providing innovative solutions and personalized services to credit unions for success in a rapidly evolving lending landscape. The company's business units will seamlessly transition to product lines under the unified FOCUSONE™ umbrella.

The rebranding marks a significant milestone in the company's 26-year evolution, starting as an indirect lending CUSO in Houston Texas, offering more lending services and economies of scale efficiencies to nearly 150 credit unions nationwide.

" FOCUSONE™ is more than just a name change - it represents our commitment to focusing on providing credit unions with technology efficiency and best practices in lending," said Adrian Dominguez, President, and CEO of FOCUSONE™. "We're excited to continue our journey with our wonderful clients and partners under the new brand, and all of the great things we will be doing together."

The new brand brings together the strengths of CU Alliance and Affiliates and reinforces the company's vision of being a one-stop lending solutions shop for credit unions. The new name also reflects the company's dedication to focusing on their credit union owner and clients' needs, providing comprehensive solutions and personalized service that will help credit unions thrive.

About: FocusONE™ is a credit union service organization committed to providing innovative lending solutions and personalized service to credit unions. The company offers various services, including Automobile Lending, Mortgage Lending and Servicing, and Loan Insurance Products, to help credit unions grow and thrive. With a team of experienced professionals and a focus on credit union needs, FOCUSONE™ is dedicated to helping credit unions achieve their financial goals to better serve their members. For more information, please visit www.focusone.com.