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**CU Members Mortgage Awards Diamond Credit Union
The Marketing Achievement Award**

May 28, 2009 Fort Worth, TX – CU Members Mortgage awarded Diamond Credit Union of Pottstown, PA with the Marketing Achievement Award for the credit union’s recent extraordinary marketing accomplishments.

Diamond Credit Union’s marketing department and mortgage team worked together to create and promote the Realtor Rebate Program, a home loan initiative giving Diamond Credit Union members a rebate on the real estate agent’s commission when they buy or sell a home through a Diamond Credit Union affiliated Realtor.

“We are thrilled to be recognized for our efforts,” said Lisa Nelson, Mortgage Manager at Diamond Credit Union. “We have a very strong program, and we want to keep our name in the forefront for our membership as well as to make new connections. This award is the kind of positive feedback that lets us know that we are on the right track.”

The mortgage team and marketing department at Diamond Credit Union work together in creating mortgage campaign materials to use in the credit union’s communications including their newsletters, and Web site pages to its 38,400 members in Berks County and the Tri-County Region of Pennsylvania.

“Diamond Credit Union’s special member program highlights the success that is possible through a commitment to special programs such as these,” said Alison Barksdale, Marketing Director at CU Members Mortgage. “Not only do we recognize and honor

Diamond Credit Union for their efforts with the Marketing Achievement Award, but we also encourage other credit unions to continue to highlight mortgage programs to their members.”

The Marketing Achievement Award is the only award honoring credit union mortgage professionals each quarter for special efforts and achievements in their marketing. This is the second marketing achievement award that CU Members Mortgage has given out with the first going to Maureen Johns, Marketing Director at City Credit Union of Dallas, Texas.

Credit unions and credit union professionals who are affiliated with CU Members Mortgage can be considered for future awards by submitting their nomination to the CU Members Mortgage marketing department at 13601 Preston Road, Suite 800 West, Dallas, TX 75240 or through email at marketing@homeloancu.com. A committee reviews all submissions and a winner is awarded each quarter.

About CU Members Mortgage

Founded in 1982 as a division of Colonial Savings, CU Members Mortgage provides comprehensive mortgage services to more than 900 credit unions, CUSOs and leagues nationwide. The company originates more than \$2.5 billion in FHA, VA, conventional and unique single close construction loans annually, and is one of the largest servicers of mortgage loans in the United States, with a portfolio of \$12.5 billion. Advanced technology, including a dedicated website with an online mortgage application that delivers a firm decision in minutes, makes CU Members Mortgage one of the industry’s leading resources for mortgage services. Privately held and headquartered in Dallas, Texas, CU Members Mortgage has branches located throughout the country.

PHOTO: Keith Kasmire, CU Members Mortgage National Sales Director, presented the Marketing Achievement Award to Lisa Nelson, Mortgage Manager at Diamond Credit Union on May 13, 2009 at Diamond Credit Union.