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**CU Members Mortgage Awarded Sandia Area Federal Credit Union  
Marketing Achievement Award**

July 30, 2009 Fort Worth, TX – CU Members Mortgage awarded Sandia Area Federal Credit Union of Albuquerque, NM with the Marketing Achievement Award for the credit union’s marketing efforts.

The Marketing team of Jeff Cain, VP of Marketing, and Jennifer Harris, Marketing Coordinator, focus on keeping a consistent message through multiple channels to make sure the members and community know that it is a great time to purchase or refinance a home through Sandia.

Their efforts included information in the credit union’s lobbies and on the credit union’s website. The team also highlighted its message in member newsletters and statement inserts, as well as, in television advertising. The advertising spots led with auto loan refinancing, but five seconds of each spot was dedicated to generating awareness within the community of mortgage purchases and refinances through the credit union.

“Winning the award was a complete surprise and an honor. A lot of credit unions are doing some amazing things so to know our efforts were recognized makes me very proud,” said Cain. “While interest rates have been favorable for purchases and refinances this year, our challenge is to educate our members and the community that we are a competitive home loan provider. They have many choices; we just try to give them reasons to choose us.”

Sandia Area Federal Credit Union is the sixth largest credit union in New Mexico with over 44,000 members through five branch offices located throughout the Albuquerque Metropolitan Area. Sandia is a community chartered credit union serving four counties that make up the greater Albuquerque Metropolitan area, including Bernalillo, Cibola, Torrance and Valencia counties, along with Kirtland Air Force Base and the City of Rio Rancho.

“Sandia Area Federal Credit Union was chosen for this award because of their consistent push to inform their members and the community that they are the mortgage lender of choice. They have seen considerable growth in their mortgage department as a result of their campaigns,” said Alison Barksdale, Marketing Director at CU Members Mortgage. “Jeff and his team did a great job on using a wide variety of media to inform the audiences about their mortgage offerings.”

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 third 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 and the second going to Diamond Credit Union in Pottstown, PA.

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](mailto:marketing@homeloancu.com).

### **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.