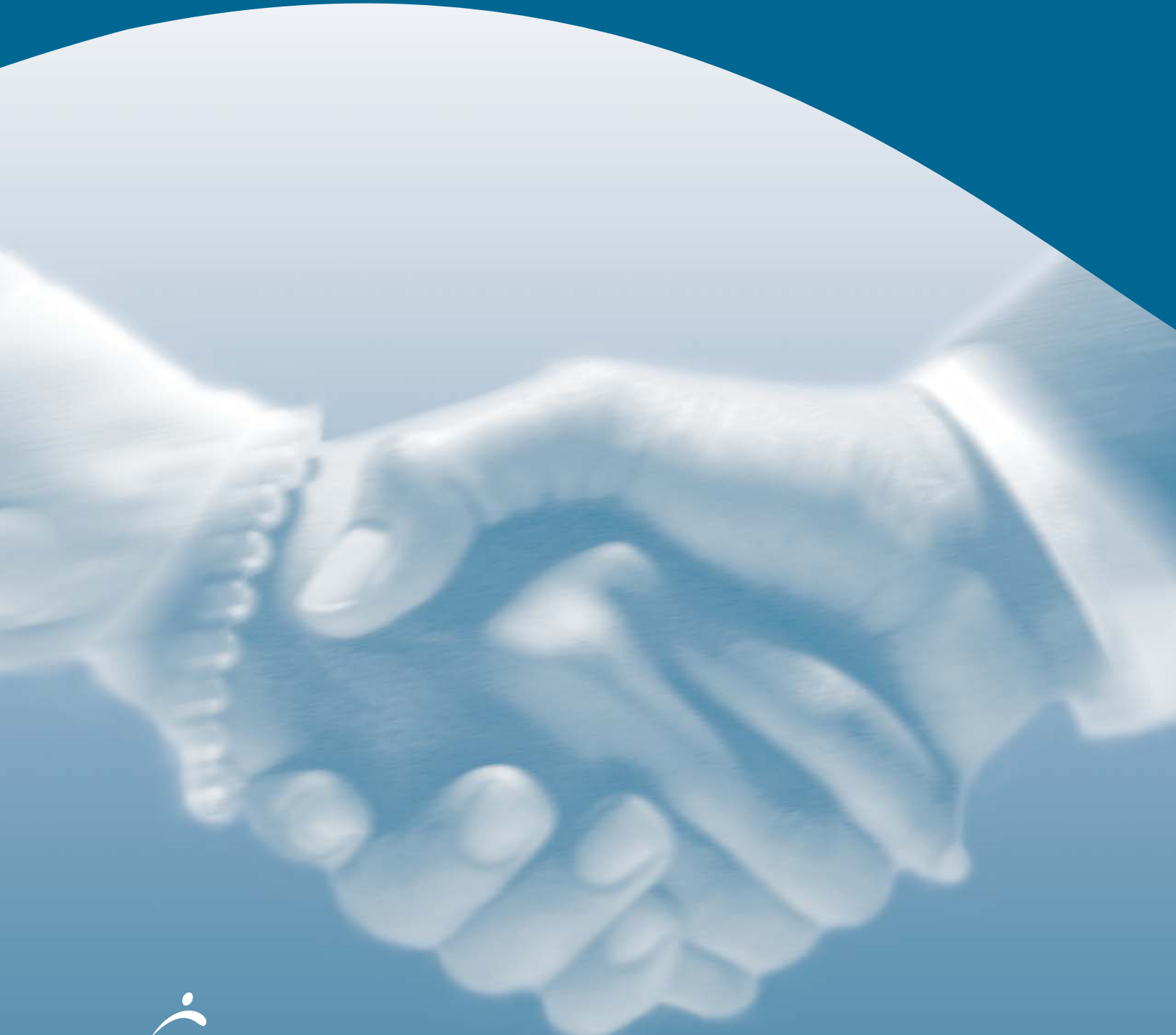


PARTNERSHIP FOR GROWTH



  
UNIVERSAL SHARING NETWORK

Reach. Connect. Succeed.

**T**he shared branching network has secured member loyalty—and increased transaction volume—for hundreds of credit unions. It can do the same for yours.

**If you tell your members about it.**

That task is easy, almost automatic, with turnkey marketing campaigns from Universal Sharing Network (UsNet). We place a wealth of tested marketing materials at your disposal: statement inserts, newsletter articles, web banners, and full-color campaigns, to name just a few. By using these materials, you reap the benefits of polished, professional marketing—without exhausting your own resources to reinvent the wheel.

## Designed to deliver benefits.

Every facet of UsNet marketing materials is designed to:

- **Secure member loyalty.** By informing members that they can conduct transactions wherever they go—providing them with the ultimate in convenience—you increase member satisfaction in an intensely competitive marketplace.
- **Increase transactions.** Once members know you participate in shared branching, they'll transact business with you as they travel or run errands—transactions that otherwise might have gone to another financial institution.
- **Minimize lines.** Informed members will access their accounts from the branch most convenient for them, easing traffic at issuer locations and across your credit union's branch system.
- **Saves you time.** You spend no time creating, writing or designing your shared branching marketing materials.

## Customized to your credit union.

Because every credit union is different, our marketing programs are completely customizable to your specific needs. The many campaign elements can be used as stand alone pieces or in conjunction with your current materials to help raise awareness and drive transactions.

- **Market Segments Campaigns:** Customize your own marketing pieces with the Market Segments Campaigns. The four different campaigns each target an important market segment for shared branching. We will supply you with all the needed materials to build, customize and print the materials yourself, or we will customize and print the materials for you. Campaign elements include inserts, posters, flyers, ads, web banners, newsletter articles and web copy.
- **Seasonal Snowbird Campaign:** This campaign will educate your members on the convenience of CU Service Centers no matter where they land for the winter. UsNet will customize and print these materials for you. Campaign elements include inserts, posters, flyers, postcards, stick-on buttons, newsletter articles, web banners and web copy.
- **Miscellaneous Marketing Materials:** Utilize these support materials to complete your shared branching marketing message. Materials include a "standard" newsletter article for existing outlets, as well as materials for new outlets including a newsletter article, statement/recipient message and web copy.

At every level, materials can be customized with your credit union's name and logo. And we provide network logos, graphic standards and campaign-related artwork so you can use them throughout your marketing efforts.

## Services to maximize your marketing.

Along with the marketing materials comes a range of services to maximize their impact:

- Every quarter, we send you a report that details the number of member verifications processed on behalf of your members across the network. With that report in hand, you can see whether your materials are generating the results you need.
- To help you pinpoint your marketing efforts, we can analyze demographic data at no charge. Simply provide us with your zip code information, and we will help you determine where to distribute your marketing materials for best return on investment.

There are literally hundreds of keen marketing insights and best practices in the network—but credit unions can only benefit if they share with one another. We ask you, then, to tell us about your successes every quarter. That will equip us to build a clearinghouse of these ideas, so your credit union and others can achieve even more marketing success.

## Take the next step.

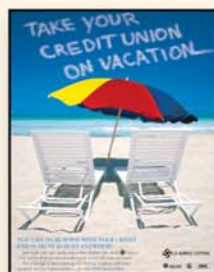
By telling your members to make the most of shared branching, you reap the benefits of increased member loyalty—and increased member transactions. Start maximizing your marketing today. Simply call Joann Miller at (800) 342-9835, ext. 8132 to order your files or printed materials, or visit [www.universalsharing.com/marketingmaterials.htm](http://www.universalsharing.com/marketingmaterials.htm) for an order form and more information.

## Marketing award.

UsNet created the Ralph W. Hillman Marketing Award to honor the late chairman of our board of directors. The award recognizes a participating credit union or group of credit unions that best exemplify Mr. Hillman's enthusiasm and support for the shared branching concept. Join us in honoring Ralph W. Hillman by participating in this annual award. For information, visit [www.universalsharing.com](http://www.universalsharing.com).

## Generating results.

Please keep UsNet aware of your marketing efforts so that we can help monitor the overall impact and ROI.



## Mission Statement

Universal Sharing Network (UsNet) is a competitive provider of financial network services with local connections to regional and national locations. We strive to increase network participation to meet the ongoing needs of credit unions and their members by offering the value of person-to-person branch convenience. UsNet embodies the cooperative spirit that unites the credit union movement and forms the foundation of the network.

