

Collaborative Marketing Contest

July 2010



Members can enroll for E-Statements and a chance to win a Nintendo™ Wii® Game Console!

E-Statement Contest!

CU*Answers is pleased to announce another collaborative marketing contest. Aimed at helping CU*BASE clients promote E-Statements, this contest will offer your members a chance to win a **Nintendo™ Wii® game console** just by enrolling for E-statements using **It's Me 247** online banking. Members will be automatically entered in the contest when they enroll to receive their statement electronically through **It's Me 247**.

Winners will be selected by a random drawing from all participating credit union members qualified during the contest period: **August 1 to September 30, 2010**.

Benefits of Participating

This contest is an opportunity to lower your statement printing and postage cost by encouraging members to view their statements electronically through **It's Me 247**. All members who enroll for E-statements during the contest period are automatically entered in the contest and will have a chance to win a Nintendo Wii Game Console. And it's all so easy. We do all the tracking for you.

Best of all, by using pre-designed marketing materials from CU*Answers, it will be easy to participate and promote this program to members. Simply complete and return the attached Credit Union Participation Form and place your order for lobby posters and statement inserts. You'll be on your way! CU*Answers Web Services Team has also designed a banner ad for your credit union's web site announcing this promotion with a link to the details and contest rules.

Costs

CU*Answers will supply one Nintendo Wii Game Console. You may purchase lobby posters and statement inserts at cost. Design and layout of marketing materials is already complete. Final cost may be significantly reduced and will be determined by the total quantity ordered by participating credit unions. (Collectively, credit unions saved thousands of dollars in previous contests.)

BENEFITS

Four-Color Statement Inserts:

2,500	\$442.00	*or less
5,000	\$469.00	" "
10,000	\$539.00	" "
15,000	\$605.00	" "

Order any quantity. Past contest inserts were as low as \$0.015 each!

COST

8 1/2 x 11 Lobby Posters:

First	\$ 10.95 ea.
Add'l	\$ 2.50 ea.

GETTING STARTED

Note: Pricing does not include tax, shrink wrapping, or shipping cost.

CONTEST RULES

*These prices are examples of what you would pay on your own. They will be significantly reduced by combining orders of all participating CUs.

Getting Started

1. Complete and return the Credit Union Participation form (*back page*).
2. Place your order for Marketing materials desired.
3. Inform your staff.

Official Contest Rules

1. This contest is open to members of a participating credit union who are 18 years or older and legal residents of the United States at time of entry. Employees of CU*Answers and employees of CU*Answers credit unions and their immediate family members are not eligible.
2. Eligible members of participating credit unions may enter the contest by enrolling for E-Statements through **It's Me 247** online banking by clicking on "Preferences" and completing the enrollment for E-Statements.
3. All entries received from August 1 to September 30, 2010, will qualify and be entered into the drawing. All entries become the property of the credit union, will not be returned, and are subject to verification. Limit one entry per member account.
4. The winner will be selected by a random drawing to be held on or about October 4, 2010 from qualified entries received. The drawing will be held at CU*Answers, 6000 28th St SE, Grand Rapids, MI, by CU*Answers staff members.
5. The winner will be notified by email, mail or by telephone. The number of qualified entries will determine the odds of winning. If the winner cannot be contacted or does not respond in 45 days, the winner will be disqualified and a substitute winner will be randomly selected from the remaining entries.
6. One (1) Grand Prize Winner will receive one Nintendo Wii Game Console (retail value \$199.99). The Grand Prize is provided by CU*Answers. No transfer of prizes will be allowed. CU*Answers reserves the right to substitute a prize of equal or greater value.
7. The Grand Prize will be provided directly to the winning member's credit union for delivery to the winner. CU*Answers assumes no responsibility in relation to these prizes.
8. Winners may be asked to sign an affidavit of eligibility and a publicity release. Failure to comply may result in forfeiture of the prize and the awarding of the prize to another individual.
9. All decisions of CU*Answers in applying these contest rules will be final.
10. CU*Answers is not responsible for lost entries, misdirected entries, undelivered or late entries, computer or internet problems, hacking, viruses, technical or other issues beyond the reasonable control of CU*Answers.
11. No purchase is necessary to enter this contest.
12. Void where prohibited by law.

*To request the winners list, send a self-addressed, stamped envelope to CU*Answers, Attn: CONTEST, 6000 28th St. SE, Grand Rapids, MI 49546.*

Sample Insert



GO GREEN!

Enroll for
E-Statements
and you could
Win a Wii™

You'll Love E-Statements -
an email message lets you know your statement is available much sooner than a mailed copy.

It's Safe and Convenient -
with your confidential password you can access your statements anywhere you have Internet access.

It's Easy -
Simply logon to **It's Me 247** online banking and select "Preferences".

It's Environment Friendly -
Save trees with electronic statements. Print only if needed.

Enroll today for
E-Statements
and your chance to
Win a Nintendo®
Wii™ Game Console

*One (1) Prize Winner will be selected on or about October 4, 2010 by a random drawing from all qualified entries received by a participating credit union between August 1 and September 30, 2010. See your credit union for complete contest rules. Void where prohibited by law.

Things to Consider

- Send these inserts out with your July 31 Statements, your August 31 Statements, or both
- Remember to order enough for your front-line staff to use to encourage members to participate.
- Consider offering an incentive to the staff member who enrolls the highest number of members in E-Statements. We can provide the tracking!



Proud Member of the
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CU*ANSWERS
A CREDIT UNION SERVICE ORGANIZATION

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E-Statement Enrollment Contest

Participation & Marketing Material Order Form

- Yes, my Credit Union will participate in the CU*Drive contest for E-Statement enrollment.
- To participate in this program and take advantage of the collaborative group pricing, we understand we must complete and return this form to CU*Answers **no later than Friday, July 9, 2010.**
- We will complete our CU*BASE statement instructions by the 10th of each month that we include the contest inserts and will use the name **E-Statement Contest** for the inserts.
- We would like an Online Banking message sent to our members.
- We are a CU*OverDrive participant

Credit Union Name: _____

Email: _____ **Phone:** _____

Print Name: _____ **Title:** _____

Authorized Signature: _____ **Date:** _____

To Order Marketing Materials

- Insert to July 31, 2010 Statements **Quantity** _____
- Insert to August 31, 2010 Statements **Quantity** _____
- For Credit Union Lobby Use **Quantity** _____
- Total Insert Order** **Quantity** _____

Posters 8 1/2 x 11 **Poster Order Quantity** _____

Website Instructions

To add a link to your website, simply contact our web services team at web_services@wesconet.com. If CU*Answers hosts your website, simply request this link be added to your website. For those who host elsewhere, you can go to <http://webservices.wesconet.com> for details on how to add this link to your site.

Shipping Instructions

- Ship to Sage** **Quantity** _____
- Ship to Credit Union** **Quantity** _____ **Attention** _____
 CU Shipping Address _____

- Ship to Other Statement Processor**
 Quantity _____ **Attention** _____
 Processors Shipping Address _____

Please return completed form to CU*Answers, Attn: Melinda Haehnel, Fax 616-285-5735
no later than Friday, July 9, 2010.