

**Central Minnesota Federal Credit Union  
20 South Fourth Avenue East  
Melrose, MN 56352**

**Contact: Briana Worms  
Promotions Specialist  
320.256.3669 x1052  
brianaw@cmfcu.org**

**FOR IMMEDIATE RELEASE  
December 28, 2009**

***CENTRAL MINNESOTA FEDERAL CREDIT UNION PART OF  
CULOOKUP.COM, WHICH EARNED TOP MENTION ON CBS "EARLY  
SHOW"***

Central Minnesota – Credit unions continue to gain attention as an excellent alternative to banks, offering lower fees and higher rates of return. *Central Minnesota Federal Credit Union (CMFCU)* is a member of the credit union locator Web site [www.CULookup.com](http://www.CULookup.com), which gained valuable recognition Dec. 17 on the CBS Early Show.

*CMFCU* is proud that the national media is recognizing credit unions for all they have to offer as consumers look for financial institutions they can trust in this uncertain economic environment. CULookup.com is a wonderful tool for consumers wishing to find a credit union that meets their needs, as well as for credit unions looking to gain new membership opportunities.

CBS News financial contributor Vera Gibbons joined Early Show co-anchor Harry Smith live in the studio to discuss the benefits of joining a credit union as an alternative to a bank.

Gibbons said credit unions offer higher rates on deposits, lower rates on loans and a high overall customer satisfaction rate. Specifically, Gibbons recommended finding a credit union at [www.CULookup.com](http://www.CULookup.com).

To view the clip and story, visit:  
[www.cbsnews.com/stories/2009/12/17/earlyshow/living/money/main5989449.shtml?tag=contentMain;contentAux](http://www.cbsnews.com/stories/2009/12/17/earlyshow/living/money/main5989449.shtml?tag=contentMain;contentAux)

[CULookup.com](http://www.CULookup.com), sponsored by NAFCU Services, its preferred partners and the National Association of Federal Credit Unions (NAFCU), provides information about credit unions according to location, membership type and services offered.

The Early Show is the fastest-growing morning newscast.

Credit unions are not-for-profit, member-owned cooperatives. The credit union philosophy of placing members' needs first translates into better rates on savings accounts and loans, lower fees and higher levels of service. As of September 30, 2009, there were over 7,000 federally insured credit unions with \$874 billion in assets serving over 90 million people.

NAFCU is the only national organization that focuses exclusively on federal issues affecting credit unions, representing its members before the federal government and the public. For more information, visit [www.nafcu.org](http://www.nafcu.org).

NAFCU Services Corporation is a wholly owned subsidiary of the National Association of Federal Credit Unions (NAFCU).

Central Minnesota Federal Credit Union was established in 1939 and now serves Central Minnesota. Central Minnesota Federal Credit Union is a member of NAFCU.

###