



FOR IMMEDIATE RELEASE

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FOR MORE INFORMATION PLEASE CONTACT:

Gennette Quan Simmons
Senior Marketing Communications Specialist
603-422-9951
marketing@necu.org

Northeast Credit Union Named Top CUDL Lender in New England

Portsmouth, NH – CUDL (Credit Union Direct Lending) Merge magazine named Northeast Credit Union (NECU) top CUDL lender in New Hampshire and all of New England. The CUDL organization works with auto dealers in the U.S. to make credit union auto loans available wherever cars are sold.

According to CUDL's 2009 summer regional lending report, NECU generated over 5,000 loans, earning them the number one spot on the top 10 lenders list in New Hampshire and number one on the top five credit union lenders list in New England.

Doug Sites, Assistant Vice President of Lending for NECU describes the credit union's auto lending approach. "In this current climate where the Big Banks and finance companies are reducing staff, tightening lending criteria and making it more difficult for the local dealer to speak to them, we have a different formula. Northeast credit Union's success is based on an experienced underwriting staff, a full time relationship manager and a philosophy that dealer relationships and service are key to retaining and growing the business no matter what business cycle we're in," Sites said.

Auto lending has always been a core product for NECU. More important is delivering the need to where the members want them. "By working cooperatively with dealers and building strong relationships with them - the resulting car buying experience for our members is top notch—one that they are likely to tell their friends and neighbors about," Sites added.

About Northeast Credit Union

Northeast Credit Union is a leading not-for-profit, cooperative financial services organization owned by its members. NECU offers an array of financial services, to include: competitive financing rates, checking and savings, retirement planning, online banking and bill pay, mortgages, home equity loans, and business services. NECU currently has over \$656 million in assets and serves over 64,000 members at branches in Portsmouth, Exeter, Dover, Rochester, Manchester, Concord, Lee, Northwood, and the Portsmouth Naval Shipyard. For more information about choosing the right financial product or service, please visit www.necu.org or call 1.888.436.1847. This credit union is federally insured by the National Credit Union Administration. Equal Housing Lender.

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