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**NEWS RELEASE**

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**AA Credit Union partners with Lending Solutions to welcome new members**

*- Customized outbound campaigns reap benefits for CU -*

**ELGIN, IL, March 11, 2009** – Lending Solutions, Inc. (LSI), a provider of contact center services and consulting programs for financial institutions across North America, announced that American Airlines Federal Credit Union in Fort Worth, Texas, has partnered with LSI to contact new members of the Credit Union. AA Credit Union has been using LSI's Outbound Services since August of 2008.

The Credit Union was looking for a way to effectively contact new members each month to welcome them, identify cross-sell opportunities and set the stage for future financial needs without increasing headcount or extending hours. "We engaged Lending Solutions' outbound support services and are delighted with the results," says Jeanie Burton, manager of phone loan processing at the Credit Union. "LSI is there to make the calls in the evenings and weekends. Our members are surprised and happy to receive the call, and as a result, we have received residual business and created deeper member relationships from these efforts."

"We are extremely successful with our outbound calling campaigns because we do not approach it like a typical telemarketing company," states Jeff Frantz, senior vice president at LSI. "The majority of the time, members thank us for calling because they were not aware of all the excellent products that the Credit Union has to offer. In today's environment, it's more important than ever to foster member loyalty, and our outbound service is a great way to achieve positive, measurable results."

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**About Lending Solutions, Inc.**

Lending Solutions, Inc. has been a provider of lending center services and consulting programs for financial institutions across North America since 1994. The company's highly trained, professional staff provides 24-hour lending and member service to over 300 of North America's premier credit unions, banks and mortgage companies. For further information on Lending Solutions, please visit [www.lendingsolutions.com](http://www.lendingsolutions.com).

**About American Airlines Federal Credit Union**

American Airlines Federal Credit Union (AA Credit Union) was founded in 1936 by a small group of American Airlines employees with the goal of creating a member-owned, co-operative financial institution where employees could help each other. Today, AA Credit Union welcomes employees of the Air Transportation Industry, serving more than 212,000 members with a net worth of over \$424 million and assets surpassing \$5 billion. For more information, visit [www.aacreditunion.org](http://www.aacreditunion.org).

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