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FOR IMMEDIATE RELEASE

## NEWS RELEASE

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**Lending Solutions Welcomes Thirty New Credit Union Clients**  
*- Lending & Member Service Contact Center Sees Increased  
Demand for its Outsourcing Services -*

**ELGIN, IL, November 15, 2010** – Lending Solutions Inc. (LSI), a leading provider of call center services and consulting programs for financial institutions across North America, announced that an additional thirty credit unions, totaling over \$11 billion in assets, have signed on for their lending and member service contact center services year-to-date. The group includes: EducationFirst FCU (Beaumont, TX), Farmers Insurance Group FCU (Los Angeles, CA), Harborlight CU (Whitehall, MI), Our Community FCU (Shelton, WA), Premier Community CU (Stockton, CA), Steel Valley FCU (Cleveland, OH), TEG FCU (Poughkeepsie, NY), Tremont CU (Braintree, MA), and West Community CU (O’Fallon, MO).

The majority of these new accounts are using LSI’s flagship loan-by-phone and online lending services, including LSI’s exclusive WebReach program. Through WebReach, LSI specialists proactively contact members that have applied online, which substantially increases the funding ratio and cross-sell income of the online lending channel. Five of these credit unions are using LSI’s 24/7 member service solution, while another six are utilizing LSI’s renowned collections outsourcing service.

LSI currently provides lending and member service support to approximately 300 financial institutions through its industry leading contact center. The 24/7 center enables institutions to enhance member service and boost loan volume by increasing access and lowering fixed operating expenses.

“We’re proud of the fact that more and more credit unions are using LSI as their 24/7 branch, states Lee Kolquist, chief executive officer of Lending Solutions, Inc. Acting as an extension to our clients’ lending and member service departments, our goal is to provide extraordinary service to credit union members on every interaction, via the phone or web.”

**About Lending Solutions, Inc.**

Lending Solutions, Inc. has been a provider of contact center services and consulting programs for financial institutions across North America since 1994. The company's highly-trained, professional staff provides 24-hour consumer loan origination, mortgage lending, collections, outbound calling, and member service support 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).

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