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PRESS RELEASE

CULA Announces

Invest in America & CULA Partner to Offer Leasing

San Diego, CA- September 1, 2009- Credit Union Leasing of America has partnered with Invest in America to offer consumer vehicle leasing through participating credit unions.

"Invest in America brought a tremendous opportunity to credit union members through it's innovative consumer purchase programs with General Motors and Chrysler LLC, by offering those members discounts on American-made vehicles. Now Invest in America has taken that innovation one step further by partnering with Credit Union Leasing of America to offer a similar program on vehicle leases." said Greg Gandolfo, Vice President of Business Development at CULA.

The Invest in America program provides supplier pricing and lease cash incentives to credit union members leasing General Motors vehicles. "It's a win-win," stated Gandolfo, "Credit union members get lease cash which facilitates an affordable payment, and the manufacturer now has a viable funding source in a time when captive finance companies have been unable to participate in the leasing industry."

Credit union stability and solid credit-buying practices, the manufacturer discounts, and CULA's twenty-one years of exclusive credit union lease experience are a perfect combination for a dynamic and successful program. Current markets include New York, New Jersey, Pennsylvania, Colorado, Ohio and Massachusetts, with other markets opening up in the near future. Visit Invest in America at lovemycreditunion.org for a list of participating credit unions.

About CULA

Based in San Diego, California, Credit Union Leasing of America (CULA) offers vehicle leasing and balloon loan programs for individuals and businesses. Serving credit unions since 1988 gives CULA the background, originating over 65,000 leases and

balloon loans makes CULA the industry leader. We bring proven performance, experience and security to our credit unions. Visit us on the web at www.cula.com.

About Invest in America

Invest in America was established at the end of 2008 to offer credit union member enhancements and promote American companies. Thanks to their partnerships, credit union members can receive discounts on new cars, RVs, wireless services, and other products.

Lovemycreditunion.org was created in 2005 as a call to action in support of the CU Difference campaign. The campaign and Web site are a statewide effort by Michigan credit unions and the Michigan Credit Union League to create public awareness of the credit union industry.
