

Press Release *about Credit Unions*

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Locations, Growth Rates, Total Deposits... **In-depth Bank Branch Deposit Data Goes Live at Callahan**

WASHINGTON, DC – (Wednesday, January 14, 2009) – Current deposit information on the nation’s 101,000 bank branches is live and available from Callahan & Associates, Inc.

“With the ongoing consolidation in the banking industry on both the national and regional level, credit unions in many markets have a greater need for this data,” said Jay Johnson, Callahan executive vice president. “In some markets, more than 40% of insured deposits are merging into newly enlarged banks. Bank branch deposit data can help credit unions locate the opportunities within these markets for member growth.”

Bank branch data, accessible through Callahan’s credit union analysis software, provides users with the ability to analyze the locations, growth rates and total deposits of any FDIC-insured bank branch nationwide. Users can also assess bank branch market share by city, county and zip code.

Credit unions are using this newly compiled bank branch data to make informed decisions on locating new branch offices. Front-line staff are also tapping into the data to identify the real competition in their markets and then fine-tune targeted marketing outreach.

Callahan’s full spectrum of bank branch deposit data is accessible through all Callahan software programs, including *CU Analyzer* and *Peer to Peer*.

For complete background on bank branch data from Callahan & Associates, plan now to attend the complimentary webinar ***Seizing an Opportunity: The Impact of Bank Mergers on the Credit Union Industry*** on Wednesday, January 21 at 2:00 ET. Learn more at creditunions.com/BankData.

Questions? Please call Hunter Moss at (202) 223-3920 ex. 162 or email hmos@creditunions.com

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Callahan & Associates is a Washington, DC-based firm specializing in financial publications, software development, strategic planning, and investment management for credit unions for more than twenty years. Visit www.creditunions.com to learn more.

