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Press Release

about credit unions

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New Analysis Packet Provides Credit Unions with Quarterly Performance Presentation

Washington, DC—(Tuesday, January 24, 2006)—Callahan & Associates today announced the launch of the *Credit Union Performance Tracker*, a downloadable packet of over 20 custom graphs that provide credit unions with insight into their quarterly performance trends versus their peers.

“We designed the *Performance Tracker* so that any credit union—large or small— can present strategic analysis to members of the board or update staff on recent successes as well as areas for improvement,” said Jay Johnson, executive vice president of Callahan & Associates.

The *Performance Tracker*'s charts and graphs enable credit unions to measure and compare quarterly credit union performance results in six categories including growth, earnings, efficiency, member service usage, and lending. The *Performance Tracker* is in PDF format so that graphs and articles can be easily printed for inclusion in board and management meeting materials.

In addition to the standard categories, the *Performance Tracker* provides a special quarterly focus on an area that is critical to credit union success. For the inaugural release, Callahan has chosen to focus on auto lending, the fastest growing loan category in credit unions as of September 2005. The quarterly focus provides subscribers with custom graphs on the performance area as well as articles to help gain insight and learn from best practices.

“In the current environment of tight margins and slow growth, it is essential that credit unions benchmark their performance and act on the results. The shortened third quarter data cycle creates a more urgent need for convenient and reliable data in a timely manner,” said Johnson

Each credit union's customized *Performance Tracker* will be available for download 24 hours after an order is placed. For more information, please contact Molly Francis at 800.446.7453 or mfrancis@creditunions.com. Also visit www.creditunions.com/cuperformancetracker.

Callahan & Associates, Inc. is a Washington, D.C.-based firm specializing in financial publications, software, strategic planning, and investment management for credit unions.