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Press Release

about credit unions

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2nd Quarter Return of the Member (ROM) Index Highlights Excellent Service of Nation's Credit Unions

WASHINGTON, DC – (Thursday, September 11, 2008) – Callahan & Associates 2nd quarter 2008 Return of the Member (ROM) scores illustrate the ability of credit unions of all sizes to deliver extraordinary member value. For the last ten years, the quarterly ROM scoring system has been a way for credit unions to compare their member value with others of similar asset size.

“With fundamental shifts underway in the financial marketplace, these positive numbers reflect an inherent strength of the cooperative credit union model to succeed in all economic cycles,” said Chip Filson, Callahan president.

Some significant shifts in ranking occurred this year over 2nd quarter 2007, with 5 of the 7 credit unions achieving the honor of the number 1 position in their peer group for the first time.

The ROM index measures credit union value by providing a raw score for three components that comprise core credit union functions: *Return to Savers Score*, *Return to Borrowers Score* and *Member Service Usage Score*. The index then assigns a percentile ranking between 1 and 100 within the credit union's peer group.

Credit unions holding first place in the 2Q 2008 ROM index are:

- *Credit Unions over \$1 billion in Assets* - BECU Credit Union, Tukwila, WA moved up from the 3rd slot to number 1.
- *Credit Unions \$500M to \$1B in Assets* - Advantis Credit Union, Milwaukie, OR, moved from 4th position in their former asset peer group, \$250M to \$500M, to take number 1 in this new asset category.
- *Credit Unions \$250M to \$500M in Assets* - Deere Employees Credit Union, Moline, IL, rose from the 5th slot to number 1.
- *Credit Unions \$100M to \$250M in Assets* - Southpoint Credit Union, Sleepy Eye, MN, rose from 5th to 1st place.
- *Credit Unions \$50M to \$100M in Assets* - Conservation Employees Credit Union, Jefferson City, MO, retained their hold on the number 1 slot.
- *Credit Unions \$20M to \$50M in Assets* - Spokane Law Enforcement Credit Union, Spokane, WA, remained in first place.
- *Credit Unions \$10M to \$20M in Assets* - East River Federal Credit Union, Madison, SD, moved up to 1st from 4th.

MORE

The complete ROM list spotlighting all 325 credit unions is posted online at data.creditunions.com/CUSP. The listing will also appear in the second quarter edition of *Credit Union Strategy & Performance (CUSP)* magazine to publish later this month. To request your complimentary copy of this edition or to answer questions, please contact Hunter Moss at (202) 223-3920 ex. 162 or 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.