

Sources of Statistical Information Cited in the Branding Campaign

Statistic: **"Earn 33% More on Average with a Credit Union Savings Account"**

Source: <http://www.creditunion.coop/ratedex.php> (July 2010)

This number is updated frequently; visit the website for current numbers.

Statistic: **"Save \$1000 on the average car loan"**

Source: *The Benefits of Membership – National*, Credit Union National Association (December 2008)

http://www.cuna.org/download/ba_national.pdf

Statistic: **"Save \$200/year on average"**

Source: *The Benefits of Membership – National*, Credit Union National Association (December 2008)

http://www.cuna.org/download/ba_national.pdf

Statistic: **"10,000 more FREE ATMs than the largest bank"**

Source: This is a comparison between Bank of America (the largest bank) with 18,000 ATMs versus CO-OP Network with 28,000 ATMs.

Bank of America statistics:

http://www.bankofamerica.com/accessiblebanking/index.cfm?template=ab_atm

CO-OP Network statistics: <http://www.co-opfs.org/public/locators/atmlocator/>

(Campaign materials are subject to change as additional information becomes available.)