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**Loan Saver™ Helps in Generating Over \$1 Million in
New Loans for Congressional Federal Credit Union**

Washington, DC – October 18, 2011 – Congressional Federal has announced the success of their Great Loan Makeover campaign with the use of the new Loan Saver™ system by Code Green, LLC (www.codegreen.org). Loan Saver is an online loan lead generator system that resides within the Congressional Federal website and allows members to instantly determine the potential savings in consolidating and transferring all their loans and credit cards to Congressional Federal from other lenders. Loan Saver then immediately alerts the lending team, enabling fast member service.

According to Sharmaine Bucknor, Director of Marketing at Congressional Federal, the Loan Saver tool contributed to 186 loan leads that resulted in \$1.03 million in approved loans in just eight weeks. Ms. Bucknor stated, “We were extremely pleased with this online tool. Our members found it easy to use and it increased our loan volume by 16% compared to the same period last year. Just as important, members have reported an estimated average savings of \$2,400 over the life of their loans by switching to Congressional Federal.”

The Great Loan Makeover campaign featured Loan Saver as the central destination for a variety of marketing channels including branch communications, online publications, direct mail, email, and internal ATM messaging.

“We were very pleased with Congressional Federal's success with Loan Saver,” said Larry Watson, Executive Vice President at Code Green. “Congressional Federal did an outstanding job of directing members to the system, growing loans, and saving members money. Many of our other credit unions are experiencing similar success. Loan Saver is proving to be an amazingly effective loan lead generator.”

About Congressional Federal Credit Union:

Congressional Federal Credit Union was founded in 1953 to serve the U.S. House of Representatives and their family members. With 44,000 members nationwide and assets over \$690 million, this organization has grown to serve all employees of the U.S. House of Representatives including core groups such as the Architect of the Capitol, Office of the Chief Administrative Officer, U.S. Police force and over 120 select employee groups throughout the Washington, DC area. For more information about Congressional Federal, please visit www.CongressionalFCU.org.

About Code Green, LLC:

Code Green, LLC is a marketing technology company focused on the specific needs of credit unions. In addition to the Loan Saver system, Code Green is the creator of the BranchMap ATM and branch locator tool, the CU Web Hunt marketing system, and also provides a variety of other data-driven marketing technologies for credit unions. Please visit www.codegreen.org for more information and live demos.

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