



FOR IMMEDIATE RELEASE

Loan Saver™ Generates Over \$690,000 in New Loans for First Eagle Federal Credit Union

Owings Mills, Maryland – January 5, 2011 – First Eagle Federal Credit Union (\$75 Million in Assets, 10,000 Members) has reported the initial results for their recently installed Loan Saver™ loan lead generation system, developed by Code Green, LLC (www.codegreen.org). The Loan Saver system was installed at First Eagle in early August, 2011, and by the end of November 2011 was responsible for generating over \$690,000 in loans.

“We are very pleased with the loan volume produced through Loan Saver,” said Jody Berger, Marketing Manager at First Eagle. “We were also pleasantly surprised by the average loan size, about \$12,000, and the fact that a wide variety of loans were made including auto loans, personal loans and credit card balance transfers.” She added, “Loan Saver fits well with the credit union goal of helping members save money. In fact, members using Loan Saver saved an average of \$1,400 by moving loans from other lenders to First Eagle.”

In addition to online promotions, the Loan Saver tool also enables conversations about loan savings between staff and members in the branches and on the phones. “Our staff was quick to embrace the benefits of Loan Saver. It is easy to use and gets members’ attention quickly when they see an immediate estimate of how much they can save by moving loans to First Eagle,” said Berger. “Because of this, we feel the results of \$690,000 in loans is understated, because many members, after interacting with Loan Saver, completed their loan at a branch or by phone.”

A variety of marketing channels were used to educate members about the availability of Loan Saver. These included emails, incorporating a message about Loan Saver into the new member on-boarding process, post cards to existing members, newsletters and branch signage.

About First Eagle Federal Credit Union:

First Eagle has approximately 10,000 members and serves insurance industry employees and a variety of other groups in the Baltimore, MD and Phoenix, AZ areas. Total assets are \$75 million. For more information about First Eagle, please visit www.firsteaglefcu.org.

About Code Green, LLC:

Code Green, LLC is a marketing technology company focused on the specific needs of credit unions. Code Green has joined forces with Watson Marketing, LLC to produce Loan Saver and other marketing technologies for the credit union industry. Please visit www.codegreen.org for more information.

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