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FOR IMMEDIATE RELEASE:

Introduction of Loan Saver® Leads NARFE Premier FCU to 227% ROI

Alexandria, VA - Loan Saver®, an online loan lead generator offered by Code Green, LLC is helping NARFE Premier Federal Credit Union recapture loans that members have with other financial institutions.

The online Loan Saver tool was added to the NARFE Premier FCU web site in June 2012 and has become a steady source of loan leads. Jeff Parish, Vice President of Marketing and Membership Development at NARFE stated, "We have been extremely pleased with the loan production obtained through Loan Saver. Plus, the leads are of very high quality. In the first six months, we've had 1,970 visits to the Loan Saver tool resulting in 89 loan leads and 27 loans financed. In other words, over 4.5% of visitors to the site became a lead and over 30% of those leads financed one or more loans with NARFE Premier FCU."

The Loan Saver tool is a destination on the NARFE FCU web site that allows members to quickly obtain an estimate of how much they could save by moving loans presently at other financial institutions to the credit union. "Loan Saver is interactive and easy to use. We feel the results obtained were outstanding", commented Mr. Parish.

The total loan volume for the 27 loans made was \$401,503 with an average loan of \$14,870. Loan Saver was promoted by web banners, emails to members, branch posters, a flyer and an ad in a SEG related journal. Mr. Parish explained, "We only spent a small amount to get these results with Loan Saver. The return on our investment, taking into account all expenses, was more than 227%." Mr. Parish continued, "Based on these results, we plan to continually promote Loan Saver at every opportunity with new and existing members."

About NARFE Premier Federal Credit Union - NARFE Premier Federal Credit Union is headquartered in Alexandria, VA and serves active and retired federal workers and their families nationwide. At the end of 2012 assets exceeded \$150 million with a membership based in excess of 10,000.

About Code Green, LLC - Code Green, LLC is a marketing technology company focused on the specific needs of credit unions. Loan Saver® is a proven loan lead generator that helps members to evaluate how much they could save by moving all their lending relationships to the credit union. Please visit www.codegreen.org for more information.

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