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## FOR IMMEDIATE RELEASE

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# NEWS RELEASE

## **CRI Hosts Korean Credit Union Federation Delegation**

ATLANTA – Creditor Resources, Inc. (CRI), the Atlanta-based marketer of credit insurance and related technology products, recently hosted members of the National Credit Union Federation of Korea (NACUFOK) to share business strategy for the credit union market.

A marketing agreement was signed by the NACUFOK, a non-profit association that serves as a trade association for all South Korean Credit Unions, and Transamerica Direct Marketing Korea (TDMK).

“Transamerica [TDMK] was selected by a valuation committee within the NACUFOK from a number of potential business partners based on its ability to develop business in the market as well as its professional and enthusiastic executives,” said Dr. Sang-Duck Lee, CEO of the Federation. TDMK already boasts a successful relationship with Korea’s largest credit card company, LG Card.

TDMK invited CRI to host the Federation in recognition of CRI’s 35-year history of strong marketing relationships and proven track record of delivering customized products and services to credit unions throughout the U.S. and Canada. CRI shared their expertise related to market strategy as well as technology, products, training and their experience with emerging markets.

“I first approached this mutual aid marketing business with Transamerica [TDMK] to enhance customer service for our members,” said Dr. Lee. “We want to develop and introduce Internet commerce and marketing to enhance our great affinity with our customers and enlarge our credit union business in the Korean market. I wanted to get the information, market strategy, training and skills from Transamerica [TDMK] as well as CRI. CRI has great business relationships with credit unions in the U.S.”

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NACUFOK representatives witnessed demonstrations of InterLend (CRI's online lending system), Criterion32<sup>®</sup> (CRI's automation system), and a training session performed via WebEx<sup>®</sup>, and heard a business unit overview and overview of credit union marketing efforts.

“You have a greatly advanced training program,” said Dr. Lee after witnessing the training session. “So if it is possible, I would like to involve my staff in your training programs.”

NACUFOK representatives also visited a CRI client credit union during operating hours to witness its products at work. Gwinnett FCU Executive Vice President/Chief Operating Officer Laura Ryll performed a live demonstration of Criterion32.

*Creditor Resources, Inc. is a marketing entity of AEGON Direct Marketing Services Inc., one of the world's largest direct response marketers and a member of the AEGON Group, one of world's largest insurance organizations. Creditor Resources, Inc. makes credit insurance available and offers state-of-the-art technology products, turnkey marketing solutions and comprehensive training programs exclusively to credit unions and has done so for the past 35 years. Transamerica Direct Marketing Korea is also a marketing entity of AEGON Direct Marketing Services, Inc.*

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(From left) Dr. Sang-Duck Lee, CEO, National Credit Union Federation of Korea (NACUFOK), Michael Chang, Country Manager, Transamerica Direct Marketing Korea (TDMK), Dr. Ki-Seok Lim, Chairman, NACUFOK, Laura Ryll, Executive Vice President/Chief Operating Officer, Gwinnett Federal Credit Union, Keith Lowry, Transamerica Direct Marketing Australia, Dave Rekoski, Executive Vice President, AEGON Direct Marketing Services International Division, Tommy Schwab, Technology Sales & Installations, Creditor Resources, Inc. (CRI), and Hwanyoung Lee, Manager, NACUFOK at the Gwinnett Federal Credit Union in Lawrenceville, GA.