

NEWS RELEASE

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FCUL Service Group, Inc. Signs Partnership Agreement with Proven Design & Implementation Firm

With the Florida marketplace seeing a 17.6% increase in the number of branch locations in the last five years, finding the right solution for Florida credit unions that would assist them in establishing a competitive advantage through their entire brand became a primary focus in 2007. After extensive research, the FCUL Service Group, a wholly-owned subsidiary of the Florida Credit Union League, signed an agreement partnering with NewGround.

NewGround, a full-service design and implementation company, offers credit unions strategic insight and solutions to develop and deliver a more powerful member experience. The firm has been serving financial institutions exclusively for nearly a century, offering a myriad of growth services, including brand, consult, design, retail, build, and culture.

“By partnering with NewGround we are adding valuable experience to our strategic resource base and providing our members with a trusted source for innovative ideas and design to help grow their brand and market share,” says Marvin Garland, COO/CFO of the Florida Credit Union League and FCUL Service Group.

“This strategic alliance combines the strengths and resources of both NewGround and the Florida Credit Union League to deliver dynamic solutions that help credit unions grow and build success in the increasingly competitive Florida market,” says Kevin Blair, President and COO of NewGround.

For more information on the NewGround/FCUL partnership, contact Liz Aperauch at 800.342.1266, ext 1142 or liza@fcul.org.

About the FCUL Service Group

The FCUL Service Group, Inc. is a wholly owned subsidiary of the Florida Credit Union League. The mission of the FCUL Service Group, Inc. is to develop, market, and provide for-profit products and services to credit unions in and out of Florida. From adding new products to improving existing products, FCUL Service Group, Inc. is committed to developing and providing the most cost-effective and cutting-edge products and support services that benefit credit unions and position them to be competitive in today's fluid market.

About NewGround

NewGround is in the business of helping financial institutions grow. As a full-service design and implementation company, we build success through a comprehensive service set we call “The Core” – integrating Brand, Consult, Design, Retail, Build, and Culture. As industry thought leaders, our revolutionary approach is powered by Breakthrough Ideas. As industry innovators, our head-turning experiences wow customers inside a Breakthrough Space. Put the two together, and the result is Breakthrough Growth for our clients’ brands, market share, and bottom line.

The company’s operational headquarters are in St. Louis, MO, with principal offices in Chicago, IL; San Francisco, CA; Portsmouth, NH and Toronto, Canada. To learn more about NewGround, call 888.613.0001, or visit www.newground.com.

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