



NEWS RELEASE

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FOR IMMEDIATE RELEASE

TwinStar Credit Union Announces New Service Featuring Member Education

Olympia, WA, May 18, 2010 — TwinStar Credit Union has announced a new member service featuring an online Financial Answer Center. The education-based service provides members with immediate answers to hundreds of financial questions and instantly connects them to the person at the credit union who can help. Members can access the Financial Answer Center via TwinStar Credit Union's Web site at <http://www.twinstarcu.com/resources>.

"We want to give our members the information they need to make more informed decisions," said Mary Beth Spuck, assistant vice president of TwinStar Credit Union. "People are looking to build their financial knowledge to help with many aspects of their lives. When our members go looking for help, we want to offer them the resources they need."

According to Spuck, the Financial Answer Center is designed to help people identify and understand financial needs that may not be apparent to them. "One of the problems that many of us face is we don't recognize what we need until it's too late," Spuck said.

"The Financial Answer Center works in two ways," Spuck said. "First, it is used directly by TwinStar members as a resource to get answers, uncover needs, and find the exact person at TwinStar Credit Union who can provide personal help. Second, our frontline branch employees use it everyday during account opening or servicing to create dialogues with members and set up appointments on the spot."

"We're in the service business," Spuck said. "Our goal is to provide help on our members' terms. We introduced our new Financial Answer Center as an extension of that commitment. Members can access the Financial Answer Center anytime on our website, and those seeking information in the branches are directed to a specific person at the credit union who can assist them," she said. "Members who use the Financial Answer Center will appreciate the depth of information we provide."

Stewart Rose, president of Truebridge Financial Marketing reflected on what TwinStar is seeking: "We know that TwinStar wants to take care of more of their members' financial needs.

That means they need to do a good job at generating dialogues and steering their members in the right direction. TwinStar wants to generate a positive member experience with an approach that strengthens a relationship,” Rose said. “Using a platform that puts member education first will do that.”

“The best part about the Financial Answer Center is its ability to touch all our members, both online and offline, helping them to understand their financial needs and giving them a single source to find answers,” Spuck said.

About TwinStar Credit Union

TwinStar Credit Union serves anyone who lives or works in Washington State. TwinStar has 22 branch locations, 81,000 members and manages \$700 million in assets. More information is available at www.TwinStarCU.com

About Truebridge

Truebridge, Inc., a Boston, Massachusetts based marketing company that created the EducateFirst Content Marketing System, specializes in helping credit unions improve their cross-selling capabilities. More information is available at <http://www.truebridge.com>.