

(Reprinted With Permission From The July 2003 Edition of Oregon Outlook)

CUAW Adds TitleAuctions to Its Lineup

The CU Association of the West (CUAW) recently added TitleAuctions to its growing lineup of hand-picked products and services, approving TitleAuctions as a service partner on April 16, 2003. The agreement between the two entities positions CUAW to be the exclusive marketing partner for TitleAuctions along the West Coast and beyond.

"TitleAuctions is a prime example of the kind of company that CUAW wants to promote," according to Sallie Sylvester, senior vice president of Credit Union Services for the Credit Union Association of Oregon and member of the CUAW board of directors. "It provides an innovative service of genuine value to credit unions, and its founders are committed to the Credit Union Movement."

TitleAuctions provides a customizable, eBay-style auction tool that can be framed directly into a credit union's existing website. Members go to their own credit union's website to browse and bid on their own credit union's repossessions. At the same time, repossessions from all participating credit unions appear on www.titleauctions.com for all credit union members to browse and bid on.

Credit unions often enjoy higher sale prices for repossessed collateral than traditional wholesalers deliver, and members appreciate the opportunity to get bargain-priced repossession direct from their own credit union.

CUAW is a joint endeavor of the California, Nevada, Oregon, and Washington credit union leagues. The umbrella organization removes the barriers for delivering the best selected products, services, and educational resources to the four

states. From the extensive list of products and services available, CUAW extracts those that are most relevant and beneficial for credit unions, and provides them at a substantial savings.

The CUAW leagues represent a total of more than 960 credit unions with nearly \$100 billion in assets.

"A relationship with the CUAW is a good strategic fit for us," said TitleAuctions President & CEO Mark Coleman. "Being an approved service partner of the CUAW sends a strong signal to credit unions that we're committed to serving their unique needs, and that we'll remain committed over the long term."

TitleAuctions has service agreements in place with several Oregon-based credit unions, including Northwest Community, Oregon Pioneer, Safeway NW Central, and Schools Plus, and has submitted a detailed proposal to several more Oregon credit unions. Columbia Credit Union in Washington is negotiating final agreement details with TitleAuctions.

For more information on how your credit union can boost repossession resale prices while reinforcing member loyalty, go to www.info.titleauctions.com, or contact Director of Business Development Nicole Houston at (503) 344-5001 ext. 1 or by e-mail at nhouston@titleauctions.com.

For more information on CUAW, go to www.cuaw.org, or contact Assistant Vice President of Credit Union Services EJ Johnson at (800) 688-6098.