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CU Direct Partners with MBL to Advance Commercial and SBA Lending for Credit Unions

Partnership to deliver new lending solutions that help credit unions expand business lending market share.

Ontario, California – July 10, 2018 – [CU Direct](#), the nation’s leading developer of lending software technology to the credit union industry, has announced a new partnership with [MBL](#) (Member Business Lending), a leading industry provider of commercial and small business lending origination and servicing for credit unions.

The new collaborative agreement leverages the strengths of each company’s expertise to help credit unions expand market share and efficiencies of commercial and small business lending.

The partnership exemplifies the cooperative model of credit unions. The collaboration between the organizations affords an ideal opportunity to develop next-generation lending solutions that help credit unions gain a competitive marketplace advantage, drive more loans through the business lending channel, and better serve their small business members.

MBL’s President/CEO, Gordon Dames, stated, “This collaboration will afford credit unions of all sizes the ability to provide their members access to all types of business loans. And once businesses are in the door, that opens a wide variety of opportunities to increase member services.”

“We’re excited about the new partnership between our two companies, and what it brings to our credit union partners,” noted CU Direct’s COO, Bob Child. “The collaboration with MBL provides unparalleled opportunities for the innovation of lending technology that helps credit unions gain a leadership position in the small business and commercial loan marketplace.”

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About MBL

Member Business Lending (MBL) is a credit union service organization (CUSO) established in 2004 which has built a strong reputation among regulators and credit unions for our Commercial Lending and SBA Lending expertise and efficiencies. MBL’s corporate office is located in Utah and provides comprehensive business lending services to credit unions across the nation.

About CU Direct

For more than twenty years, CU Direct has been a lending technology leader, helping credit unions fund \$211 billion in loans. More than 1,100 credit unions rely on CU Direct’s solutions to generate loans, create efficiencies, and grow membership. From CUDL, the industry’s number one auto lending platform, to the



industry's revolutionary Lending 360 Loan Origination System, and Lending Insights dynamic analytic tools, CU Direct develops the technology that helps credit unions advance their lending programs and overall portfolio success. 14,000 auto dealers nationwide use CU Direct's automotive solutions to connect with credit unions and their members to drive sales and increase their bottom lines. For more information, visit cudirect.com. Connect with CU Direct on [Twitter](#) and [LinkedIn](#).