



Contact: John Riley
9601 Jones Rd. Ste. 108
Houston, TX 77065
832-912-2122 ext. 202
Jriley@CUAcuso.com

Press Release

Member Auto Center Announces New Partnership with Tennessee Valley Federal Credit Union (TVFCU) in Chattanooga, Tenn.

Member Auto Center (MAC) is proud and excited to announce a new partnership with Tennessee Valley Federal Credit Union (TVFCU). With more than \$1.5 Billion in assets, TVFCU is the fifth largest credit union in Tennessee serving more than 145,000 members from 18 branch locations.

"TVFCU has built and maintains great working and lending relationships with dealers in the Chattanooga and surrounding areas," stated Chris Tessone, AVP of Member Auto Center. Chris went on to say, "MAC is excited to provide TVFCU a branded and customizable car shopping website created specifically for the Chattanooga and surrounded communities. Member Auto Center is excited to contribute to the member auto shopping experience with online tools and resources to help members make an informed decision without being exposed to finance competitors."

"TVFCU is excited to announce our recent partnership with Member Auto Center," said Melody Dawson, dealer relations manager at TVFCU. "We are always looking for new ways to make it easier for our members and the communities we serve to do business with us. The online car shopping and research tool provides the dealers in our network with another tool to increase sales while offering an additional value added resource to our members."

Dawson continues, "By participating in the program, it allows us the opportunity to be at the beginning of the buying cycle with our members, providing them with a good car buying experience. The MAC team and their program are aligned with our philosophy. We look forward to a long and mutually beneficial relationship."

About Member Auto Center: Member Auto Center (MAC) is a division of CU Alliance, LLC, a Credit Union Service Organization (CUSO) providing a fully customizable car shopping tool for credit

unions looking to enhance their members' car shopping experience, boost their auto loan numbers and generate fee income.

About Tennessee Valley Federal Credit Union

Tennessee Valley Federal Credit Union (TVFCU), a not-for-profit financial cooperative, was established in 1936 when 57 Chattanooga TVA employees pooled \$500 to create the member-owned credit union. Today, TVFCU serves more than 145,000 members who live, work, worship, volunteer or attend school throughout the 13-county service community. With more than \$1.5 billion in assets and 18 branches throughout the area, TVFCU is the largest credit union in the region. For more information about TVFCU, please visit tvfcu.com.