



# NEWS RELEASE

NAFCU Services Corporation / 3138 10th Street North, Arlington, VA 22201

**Contact:** David C. Frankil  
703-842-2226  
[dfrankil@nafcu.org](mailto:dfrankil@nafcu.org)

**FOR IMMEDIATE RELEASE**  
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## **ALLIED SOLUTIONS, INSURITAS AND PRIME ALLIANCE WIN NAFCU SERVICES' 2010 INNOVATION AWARDS**

CHICAGO — NAFCU Services Corporation ([www.nafcu.org/nafcuservices](http://www.nafcu.org/nafcuservices)) has announced the winners of its *2010 Innovation Awards* at NAFCU's 43rd Annual Conference & Exhibition at Navy Pier Chicago. Each year, NAFCU Services recognizes three of its Preferred Partners for outstanding innovative solutions recently introduced to the credit union market.

The *NAFCU Services 2010 Innovation Award* winners are:

- [Allied Solutions](#) – for its **mergers and acquisition alliance**, an organized network of providers that help credit unions navigate the challenges related to a merger or acquisition. The alliance focuses on the typical issues associated with the pre and post-merger process, including marketing for the combined credit union, forecasting growth and addressing legal issues.
- [Insuritas](#) – for its **outsourced online insurance portal** that allows a credit union's members to shop, compare and buy all of their insurance online from a brand that they trust (the credit union's). The solution enables a credit union to own a complete insurance agency without the significant capital investments required to build or buy an agency, or the inherent operational risks.
- [Prime Alliance Solutions](#) – for its **online mortgage origination and processing system**, the only truly integrated web-based system that avoids multiple databases and processes. It is the first to make fully paperless and electronic mortgage origination and processing a reality.

The winners were selected by the NAFCU Services Advisory Committee, which is composed of executives from across the country from credit unions of all sizes.



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“Credit unions must employ innovative solutions to remain competitive in today’s environment,” said David Frankil, president of NAFCU Services. “Each of our award winners offers a cutting-edge option for addressing some of credit unions’ most pressing challenges.”

Representatives from Allied Solutions, Insuritas and Prime Alliance will accept their awards at a reception Tuesday night at NAFCU’s Annual Conference. Attendees interested in learning more about these companies can visit their booths in the NAFCU Services Preferred Partner Pavilion in the exhibition hall.

## **About NAFCU Services Corporation**

NAFCU Services Corporation is a wholly owned subsidiary of the National Association of Federal Credit Unions (NAFCU). Since 1975, NAFCU Services has partnered with the industry’s leading solutions providers to offer value-added products and services at a discount to credit unions. Currently, it offers 28 Preferred Partner programs to the credit union community and maintains the credit union locator website [CULookup.com](http://CULookup.com). For more information about NAFCU Services Corporation, please visit [www.nafcu.org/nafcuservices](http://www.nafcu.org/nafcuservices).

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To learn more about NAFCU Services, please visit our website at: [www.nafcu.org/nafcuservices](http://www.nafcu.org/nafcuservices).

Learn best practices from the industry’s most trusted providers in our Partner Library at:  
[www.nafcu.org/PartnerLibrary](http://www.nafcu.org/PartnerLibrary)