



INTRODUCING

THE

PERFECT
MORTGAGE

CreditMasterTM

A COOPERATIVE MARKETING PROGRAM
FOR ALL CREDIT UNIONS.

Flexible, readvanceable and uniquely positioned as a powerful financial planning tool, CreditMaster[®] is reinventing what a mortgage can do. Central 1 is excited to introduce you to its brand new, top tier and cost-effective marketing program that's designed to fit your credit union perfectly.

More Than A Mortgage.

Since CreditMaster[®] is readvanceable, members can attach additional loan products to their mortgage at any time. That means they can use their secured mortgage rates and the growing equity in their homes to satisfy all of their borrowing needs, without ever having to pay additional legal fees.

From debt consolidation to home renovations, a child's education, vacation property and even retirement income – CreditMaster[®] lets your members do more. How perfect is that?

More For The Marketing.

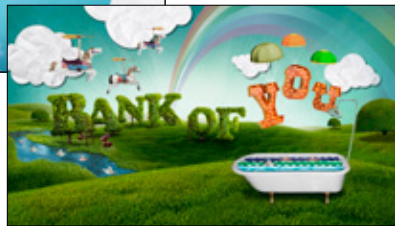
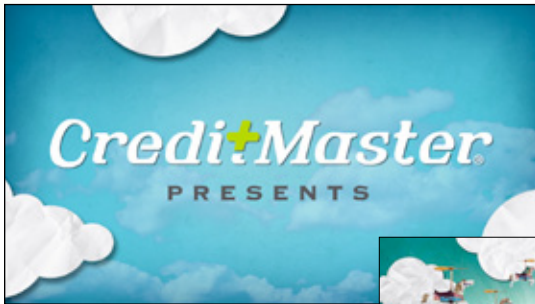
By supporting all of their borrowing needs (and saving them thousands of dollars in the process), CreditMaster[®] can help you retain and grow your members like nothing else. Now that it is available to credit unions in BC and Ontario, we have the power to spread the word.

Interested? If you currently subscribe to Central 1 Operations Manual, you already have CreditMaster[®] already. With the mortgage season upon us, the time to promote it is now.

COOPERATIVE MARKETING: INTRODUCING CREDITMASTER®

The CreditMaster® Cooperative Marketing Program represents the most integrated, creatively ambitious communications package in the product's history. With an engaging promotional video as its highlight, the campaign's trademark visual style is unlike anything else in the competitive landscape. Elements will incorporate your credit union logo and colours, and can be customized to specific sizes or feature personalized content.

Promotional Video: (2:45)



Brochure: 4" x 9"



Poster Series: 8.5" x 11"
11" x 17"
24" x 36"



The CreditMaster® promotional video is included with all purchased campaigns. Additionally, you can choose from the following standard elements:

- Poster Series
- Brochure
- Direct Mailer
- Web Button and Banner
- Statement Stuffer
- Staff Lanyard Insert
- Newspaper Ad
- Staff Button
- Website Copy and Newsletter Article
- On-Hold Telephone Script

You may also commission additional elements beyond those listed above.

COOPERATIVE MARKETING: INTRODUCING CREDITMASTER®



Web Button and Banner



Staff Button: Dia. 2"



Direct Mailer: 5.75" x 5.75"

Newspaper Ad: Full/Half/Quarter Pages



Statement Stuffer: 3.5" x 5"



Lanyard Insert: 4.5" x 3.5"



To learn more about the CreditMaster® Cooperative Marketing Program and to preview the promotional video, please visit:

www.Central1Marketing.com/CreditMaster