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## CU Solutions Group Announces Joint Venture, Launches FocusIQ

**Detroit, MI – October 6, 2015** – Today, Michigan-based CU Solutions Group launched the firm FocusIQ, a joint venture with full-service advertising and marketing agency Duffey Petrosky. CU Solutions Group will leverage the agency’s industry-leading expertise to enhance the marketing solutions delivered to existing and prospective credit union clients.

CU Solutions Group’s marketing area has grown over the last 30 years, through partnership and acquisition, to function as a full-service agency for some credit unions and for others, drive specific initiatives with geo-targeted tactics like Gas Station TV and prize-linked promotions like “Save to Win.” In response to the growing demand from customers, CU Solutions Group chose to partner with Duffey Petrosky to expand resources and build out targeted advertising and big data solutions that will help credit unions compete and gain market share.

“Over the years, our marketing area has evolved a great deal to meet the needs of our credit unions. The launch of FocusIQ is a continuation of that commitment to maintain service excellence and help credit unions serve, grow and remain financially strong,” said David Adams, CEO, CU Solutions Group. “FocusIQ will serve our credit unions with marketing support, which includes media planning, customer relationship management, both traditional and digital marketing, and big data strategies. With FocusIQ, we can provide credit unions with a more robust range of marketing solutions.”

FocusIQ will continue its launch into the credit union space over the next few months, announcing new service offerings and exciting promotions for credit unions.

### **About CU Solutions Group**

CU Solutions Group is a credit union service organization that serves the credit union industry by offering essential solutions in five key areas: marketing, technology, membership enhancements, performance management, and lending & operations. The company’s dedication to the credit union mission is reflected through service excellence to over 3,000 credit union clients across the country. Learn more at [www.cusolutionsgroup.com](http://www.cusolutionsgroup.com), [www.facebook.com/CUSolGroup](https://www.facebook.com/CUSolGroup) or [www.twitter.com/CUSolGroup](https://www.twitter.com/CUSolGroup).

### **About Duffey Petrosky**

Duffey Petrosky is an award-winning, Michigan-based, full-service marketing communications agency where the definition of success is finding and implementing the right answer for clients. For the past 18 years, Duffey Petrosky has grown by attracting top-tier talent in every discipline. The agency has been consecutively listed on *Inc. Magazine’s* 5000 Fastest Growing Companies in America from 2009 to 2014. The agency has also been named one of the *Detroit Free Press’s* Top Workplaces from 2009 to 2013. For more information, visit [www.duffeypetrosky.com](http://www.duffeypetrosky.com).

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