

Original Credit Union Industry Song Debuted at CUNA Marketing Conference *One more member – a salute to the credit union marketer a hit*

MARCH 2008, LAKE FOREST, CA: PSB, The Marketing SuperSource introduced an original song as a tribute to the credit union marketer this week at CUNA Council's Annual Marketing and Business Development Conference in Nashville. The song entitled "One More Member" (A salute to the credit union marketer), was introduced prior to the annual Diamond Awards presentation at the culmination of the conference.

The original song idea was the brainchild of PSB and came about as an extension of CUNA's song parody contest for conference attendees. The conference contest invited attendees to write parody lyrics to an existing popular song.

"We saw the announcement of CUNA's song parody contest for attendees and knew as sponsors we couldn't be part of it but wanted to contribute anyway. That's when the idea of creating a completely original song with music and lyrics came up. To my knowledge, I know of no other song written specifically to salute the credit union industry and its marketers." said Mark DeBellis, PSB President.

"We have been playing music informally together at the office and calling ourselves the 'PSBeat.' Some of us have been writing music so this just became a natural opportunity to put this all together."

The song was conceived and created in about four weeks after lyrics were finalized and different approaches and styles were considered. Ultimately, the 3:50 song is produced in a fast tempo, pop/rock style reminiscent of the Pretenders, Plimsouls and other high energy groups of the 80's. It was recorded in Costa Mesa California over a 2 day period.

The song is available free to download on the company's website at www.psbonline.com/psbeat. Lyrics, a slide show and information about the band and company are also available online.

DeBellis said that the song is a testament to the creative energy that exists at the Lake Forest California marketing firm. He noted that using music as part of a marketing campaign is a natural extension of a communication effort. Not unlike a good radio jingle, a catchy song can serve as a reminder of an organization's commitment or unique characteristics or accomplishments. "Any message can be put to music," he said.

PSB is an end to end marketing communications company. It is a privately held corporation, entering its

17th year of providing marketing communication solutions for the financial services industry. The company services clients across the United States with cost effective marketing and strategic marketing solutions. It is a full service provider that offers creative concepting, design, prepress, lithographic and digital printing, bindery and mail house services all onsite in their Lake Forest, CA facility.

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