

Eli Lilly Federal Credit Union Serves Indiana Students through ISM Student Loan Marketplace

Local credit union joins online resource to distribute new private loan product for Indiana students

Bethesda, MD and Indianapolis, IN - December 10, 2009 – Overture Technologies and ISM Education Loans, Indiana’s designated non-profit secondary market for education loans, along with Eli Lilly Federal Credit Union, a financial institution serving 36,000 members associated with Eli Lilly and Company and other select companies, announce today the inclusion of the credit union’s private loan product in the ISM Student Loan Marketplace (www.ismmarketplace.com).

Eli Lilly FCU joins a growing network of regional and national lenders committed to providing transparency in private student lending through the ISM Student Loan Marketplace. The Marketplace presents students and their parents with an upfront picture of accurate private loan rates and terms from multiple lenders, giving them the information they need to make an “apples-to-apples” comparison of their loan options.

“Eli Lilly Federal Credit Union is proud to work with the ISM Student Loan Marketplace to help the students of Indiana with funding for education,” said Rick Thornburg, Senior Vice President, Lending of Eli Lilly FCU. “We share the Marketplace’s goal of helping students make informed, financially literate decisions when selecting their private student loans, and we look forward to serving our community through this unique resource.”

Previously, students in need of a private loan to pay for their education have been challenged to navigate the complex and time-consuming process of comparison shopping by individually contacting each lender they wished to consider. The ISM Student Loan Marketplace streamlines this process by giving students a personalized listing of rates and terms from multiple lenders in an easy-to-understand format.

“ISM is committed to helping Hoosier students navigate the often confusing private loan process effectively and responsibly,” said Joe Wood, CEO of ISM. “The ISM Student Loan Marketplace increases transparency and clarity in private student lending, and we are pleased to work with local lenders such as Eli Lilly Federal Credit Union to provide high quality loan products to the students of Indiana.”

With strong emphasis on financial aid literacy and guidance, the Marketplace gives schools a robust tool to assist their students through the process of selecting a private loan. Students are presented with the information they need to make informed decisions on how to pay for college, including detailed explanations of relevant terms and smart borrowing practices.

“Taking out a private loan can be a complicated, confusing process, so we have leveraged our technology to streamline the shopping experience for students in the Student Loan Marketplace,” said Russ Carlson, CEO of Overture Technologies. “We look forward to working with ISM and Eli Lilly Federal Credit Union to provide the students of Indiana with a transparent, responsible way to shop for private loans.”

The ISM Student Loan Marketplace is available to students online at <http://www.ismmarketplace.com>.

About Eli Lilly Federal Credit Union -

Eli Lilly Federal Credit Union is a full-service financial institution providing products and services to more than 36,000 members in 50 states and 39 foreign countries. ELFCU, with assets near \$900 million, serves the employees, retirees, and contract employees of Eli Lilly and Company and other select employee groups, as well as their families. Based in Indianapolis, Indiana, ELFCU was established in 1930 to protect the Lilly community from “street lenders” at the height of the Great Depression. For more information, visit elfcu.org.

About ISM - For almost 30 years, Indiana Secondary Market for Education Loans, Inc. (ISM) has been working to improve opportunities for Indiana citizens to obtain a postsecondary education. Working with Indiana schools and financial institutions, ISM played a leading role in increasing borrower benefits for Indiana students and families. Since its founding in 1980, Indiana citizens have been the beneficiary of over \$54 million in education projects funded by ISM.

About Overture Technologies - Founded in 2000, Overture Technologies is the leading provider of solutions that help students and their families save money by making better financial decisions. Using patent-pending technology, Overture helps students create comprehensive plans for financing their education as well as source competitive rates on private student loans through a marketplace of national lenders, credit unions and other not-for-profit organizations.

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