



Corporate Federal Credit Union

**News Release**

**Contact:**

Tim Bruculere  
Senior Vice President, Membership  
Alloya Corporate FCU  
(518) 292-3808  
tim.bruculere@alloyacorp.org

**FOR IMMEDIATE RELEASE**

**Introducing Alloya Solutions: Rebrand of Alloya Corporate FCU's Wholly Owned CUSO**

Naperville, Ill. (November 4, 2019) – Since 2002, Alloya's wholly owned CUSO, Balance Sheet Solutions, LLC, has proudly offered tailor-made investment solutions for credit unions of all sizes across the country. Throughout their 17 years of serving credit unions, Balance Sheet Solutions' services and success have become an integral part of Alloya's story. To further strengthen the connection between Alloya's wholly owned CUSO and the corporate, the CUSO will be renamed Alloya Solutions, effective January 1, 2020.

As Alloya Solutions, we envision the CUSO to provide a variety of solutions for credit unions. The first area to be housed within Alloya Solutions will be the broker/dealer services currently brought to you under the name Balance Sheet Solutions. This subset of Alloya Solutions will be renamed Alloya Investment Services. The broker/dealer services and relationships currently provided to Balance Sheet Solutions' credit union clients will not be impacted by the name change to Alloya Investment Services.

"We are excited to align the CUSO more closely with the Alloya brand while maintaining the broker-dealer services, including Premier Portfolio, and to also explore options for future subsets of Alloya Solutions," said Kurt Stevenson, President of Balance Sheet Solutions.

The transition to Alloya Solutions and Alloya Investment Services will be complete by January 1, 2020. As we continue to look to the future, we look forward to adding more credit union solutions, like Alloya Investment Services, to be delivered to you through Alloya's wholly owned CUSO, Alloya Solutions.

**About Alloya Corporate FCU**

Alloya provides cooperative financial services to 1,400 member credit unions and credit union entities nationally, including transaction, liquidity and investment services. Headquartered in Naperville, Illinois, Alloya offers a dependable and affordable line of credit, secure and efficient product access and settlement, and unparalleled member service. In conjunction with its wholly owned CUSO, Balance Sheet Solutions, LLC, Alloya leverages the power of aggregation to ensure its members remain competitive in today's marketplace. To learn more, visit [www.alloyacorp.org](http://www.alloyacorp.org).

**About Alloya Solutions, LLC**

Effective January 1, 2020, Alloya's wholly owned CUSO, Balance Sheet Solutions, LLC, will be renamed to Alloya Solutions. As a CUSO, Alloya Solutions will provide a channel for the corporate to offer an array of credit union solutions, starting with the broker/dealer services currently delivered to credit union clients under the name Balance Sheet Solutions. As a subset of Alloya Solutions, the broker/dealer services will be named Alloya Investment Services. To learn more, visit [www.alloyacorp.org/invest](http://www.alloyacorp.org/invest).

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