

DATE: November 8, 2012

FOR:

Andrew Edson & Associates, Inc.
89 Bounty Lane
Jericho, NY 11753
Andrew Edson, [516 850 3195](tel:5168503195)
Andrew@EdsonPR.com

FROM:

cuautocoupon, Inc.
200 Motor Parkway – Suite B-10
Hauppauge, NY 11788
Robert O’Hara, [631 299 2414](tel:6312992414)
rohara@cuautocoupon.com

FOR IMMEDIATE RELEASE

**CUAUTOCOUPON PROVIDES NEW \$300 COUPON
TO POTENTIAL CAR BUYERS**

Web-based entity incentivizes Credit Union members

HAUPPAUGE, NY, Nov. 8 – cuautocoupon Inc. (www.cuautocoupon.com) today launched a new and improved incentive to enable Credit Union members to save \$300 off their best deal on their next car purchase. This enhanced incentive allows members to present the coupon at any point in time during price negotiations with any of the participating dealers.

At the same time, once the member accesses the coupon, their credit union will be notified in real time. This valuable information enables credit unions to pre-approve their members before they visit the dealership to purchase a vehicle and marks the first time this innovative form of communication has taken place.

The company, cuautocoupon, was formed two years ago to help drive more business to credit unions and auto dealerships. This arrangement already has generated significantly more auto loans, enabled CU members to save money and strengthened the relationships between the credit unions, its members and auto dealers.

Previously, credit unions were very challenged to find who among their members were looking to buy a car, said Robert O’Hara, president of the privately-held company. "Credit unions have always been challenged with gaining market share in new vehicle financing. Consequently, credit unions have watched their members accept financing from other financial institutions, even when credit union financing was readily available and extremely competitive. Our program changes that dynamic."

In brief, cuautocoupon pairs car buying credit union members with their individual credit union’s lending department. By simply filling out a short online form, members will be given immediate access to the coupon that can be redeemed at a local participating dealership. This coupon will entitle the member to receive special discounts off the vehicle purchase price.

Concurrent with this announcement, cuautocoupon has appointed Jerry Maldonado, 46, as assistant vice president-dealer development for the West Coast. Based in Claremont, CA, Maldonado will be charged with continuing to accelerate the company’s rapid expansion it has achieved in California over the past year.

He joins the company from Autobyte Inc., Irvine, CA, where he was responsible for managing and growing their automotive industry business in Southern California. Previously, he was director of sales (for the western United States) at Who's Calling Inc. in College Station, TX for nine years. He holds a B.A. in political science from Stanford University (1988).

Additional information may be found at www.cuautocoupon.com/cuac or by calling toll-free at 800.OKCOUPON ([800.652.6876](tel:800.652.6876)).

###