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FOR IMMEDIATE RELEASE

DCU Gives Members Special Access to Innovative College Planning and Selection Tools via Partnership with Student Choice and Edmit

Washington, D.C. (July 31, 2019) — [Credit Union Student Choice](http://www.studentchoice.org), the leading provider of higher education financing solutions to America’s credit unions, announced that Digital Federal Credit Union (DCU) will provide members with special access to innovative planning tools and advising that will help them make smarter college financial decisions.

This offering is made possible through Student Choice’s relationship with Edmit, an award-winning provider of software, online tools, and advising that gives college-bound families the ability to easily compare real college costs, specific to their income and test scores, in order to determine the best financial and academic fit.

“Choosing a college, and deciding how to pay for it, is one of the most important financial decisions that young adults and their parents will ever make,” said Scott Patterson, President and CEO of Credit Union Student Choice. “That’s exactly why we’ve partnered with Edmit - so that we could bring their innovative platform to credit unions and allow them to empower members with a logical, data-driven approach to college decisions.”

According to Lindsey Thomasian, DCU’s Consumer Lending Manager, partnering with Edmit was a logical next step for the credit union in its ongoing mission to help members at this critically important stage of life.

“DCU is committed to helping our members make wise financial decisions about paying for college,” said Thomasian. “We began offering Student Choice’s education finance solutions more than a decade ago to



fill a need for families in our community. By adding Edmit resources, students and families will be able to turn to DCU for every step of their higher education journey – from planning, through college, and into repayment and beyond.”

Founded by recognized university leaders, Edmit provides personalized insights and advice to help families make smarter college choices, leading to less debt and better earnings outcomes. By providing basic information related to household income, grades, and test scores, students and families receive expert advice and personalized recommendations on the colleges that best meet their needs. Additional benefits of the Edmit platform include side-by-side comparison tools and access to expert professional guidance.

“As a parent and former university leader, I understand how emotional and confusing choosing and paying for college can be,” said Nick Ducoff, Founder and CEO of Edmit. “Our mission is to help consumers gain more control and confidence in their college choice. By partnering with Student Choice and credit unions like DCU, we believe we can achieve that goal. Together, we can provide members with even more guidance at one of the most financially important moments in their life.”

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About Credit Union Student Choice

Credit Union Student Choice is a credit union service organization (CUSO) that positions credit unions as leaders in education finance by offering a comprehensive solution that helps them deliver fair-value private education loans and corresponding financial education to students and families. To learn more, visit www.studentchoice.org.

About DCU

DCU is a not-for-profit financial cooperative serving over 800,000 members across all 50 states and by offering a full range of financial services to consumers and businesses, including banking, lending, financial wealth management, insurance, and realty products. For additional information, visit www.dcu.org.

About Edmit

Founded by recognized university leaders, Edmit provides personalized insights and advice to help families choose the right college for them and their wallet. Families that use Edmit make smarter college choices leading to less debt and better earnings outcomes, saving thousands of dollars. To learn more, visit www.edmit.me.