

[INSERT musicstream LIVE LOGO]

FOR IMMEDIATE RELEASE

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**LIVE CONCERT FOR YOUTH HOSTED BY MILWAUKEE CREDIT UNION**

Educators Credit Union Sponsors musicstream LIVE<sup>SM</sup> Event  
And Spreads The Credit Union Message To Thousands Nationwide

**Contact:** Allison McDaniel  
(888) 641-1215  
Director of musicstream LIVE<sup>SM</sup>  
amcdaniel@marketingpartners.com

MILWAUKEE, WI – April 2, 2009 – Today at 9:00 p.m. CT (10:00 p.m. ET), Educators Credit Union will host a musicstream LIVE<sup>SM</sup> official concert featuring musical performances by Elevation, Quietdrive and Scott McKenna at the Future Business Leaders of America (FBLA) State Leadership Conference. The conference will take place at the Midwest Airlines Center, located in the heart of downtown Milwaukee. Over 2,200 FBLA student members will be in attendance.

musicstream LIVE<sup>SM</sup> reaches out to youth nationwide by coordinating live concerts for credit unions. The shows, which promote credit union financial products and services to students, are streamed in real-time on [www.musicstreamLIVE.com](http://www.musicstreamLIVE.com). It is free for Internet users to view the concert footage both during the show and after it is over.

“The future of the credit union industry lies in the hands of our youth today,” said Bill McKenna, musicstream LIVE<sup>SM</sup> General Manager and CMO of Marketing Partners in

Bethlehem, Pennsylvania. “To build a forest, you must first plant the seeds. We must reach youth *now* to ensure the credit union legacy continues into the future.”

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By promoting concerts in high schools, colleges and at community events – and implementing live, web-based streaming of concert footage – musicstream LIVE<sup>SM</sup> (MSL) is a powerful youth marketing tool for credit unions. To learn more, visit [www.musicstreamLIVE.com](http://www.musicstreamLIVE.com) or call (888) 641-1215 and ask for Allison McDaniel.

musicstream LIVE<sup>SM</sup> is a product of Marketing Partners, one of the nation’s leading marketing companies for credit unions. Marketing Partners has created successful youth retention programs used by hundreds of credit unions nationwide. For more information, visit [www.MarketingPartners.com](http://www.MarketingPartners.com).

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