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K/P Corporation

for immediate release

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CUNA Mutual Group selects K/P Corporation and Raine Media for document imaging business optimization initiative.

Re-engineering of document imaging supply chain
projected to deliver \$3 million cost savings in first 6 months

SANRAMON, CA—September 7th, 2006. K/P Corporation, a leading marketing technology solution provider and Raine Media, a strategic consulting affiliate, announced today its selection by CUNA Mutual Group to implement a business optimization initiative for the organization's document management operations.

The project is part of the credit union industry leader's strategic initiative to transform its business processes for optimum performance, and is projected to deliver the following key benefits:

- \$3 million in cost savings within the first six months of program implementation.
- Projected cost and environmental savings resulting from the elimination of surplus paper storage. Estimated savings include more than 1.6 million pounds of paper annually, and associated storage and processing costs.
- Streamlining of internal technology processes, including the consolidation of 14 non-conforming software platforms on to two standard systems.

“CUNA Mutual Group's document management operation is a critical element of our communications for products and services with our credit union customers, their members, our employees and other key audiences,” said Jeff Peterson, Sr. Manager, Document Supply Management, CUNA Mutual. *“K/P Corporation's ability to bring a strategic business optimization capability to the table was a key factor in their selection for this program.”*

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K/P's mission will consist of re-engineering CUNA Mutual's document management supply chain to drive greater efficiency, cost savings, customization and regulatory compliance, in addition to providing print-on-demand and fulfillment services. Raine Media will partner with K/P Corporation on the strategic initiative by providing web commerce technology and business optimization consultation services. The program will feature the creation of an enterprise-wide web services portal capable of providing "just in time" print-on-demand and variable printing solutions for CUNA Mutual's external and internal audiences. The web-services portal will give individuals the ability to order marketing, product support and many other materials for direct shipping to them.

“Technology is a vital tool for managing performance, costs, and a company's brand in the marketplace,” said Brett Olszewski, VP of Marketing for K/P Corporation. *“We are pleased that CUNA Mutual Group, an industry leader, has selected our technology and business optimization solutions to realize these benefits within its document management operation.”*

K/P Corporation and Raine Media were selected as the result of a rigorous selection process from a field of more than 20 other vendors.

ABOUT K/P CORPORATION

K/P Corporation provides strategic marketing and branding solutions to Fortune 1000 companies. Offerings include direct marketing services and business process consulting, along with a wide range of fulfillment, mailing, and printing services that help customers implement complex marketing and communication programs. K/P leverages technology to enhance its services and streamline digital transactions.

For more information, please visit kpcorporation.com

RAINE MEDIA

Raine Media is a management consultancy specializing in the creation and implementation of profit-enhancing marketing strategies for customers across industries. Raine serves as a highly-valued intellectual property resource, creating innovative solutions to business performance challenges. Raine provides research, analysis and insight on the data, industry issues and technologies that are critical to success in the marketplace.

For more information, please visit rainemedia.com

ABOUT CUNA MUTUAL GROUP

CUNA Mutual Group is the leading provider of financial services to credit unions and their members worldwide. More information on the company is available at cunamutual.com