



For Immediate Release

CU People, Inc. Unveils New Look

HOUSTON, Texas (November 1, 2013) – CU People, Inc. (CUPI), a human resources and administrative outsourcing consulting firm for financial institutions, located in Houston, Texas, unveiled its new brand look today.

“As part of our continued growth within the credit union marketplace, we felt that an updated look and feel would tie in with that. We’ve simply built upon our previous brand that had served us well for so many years,” said Steve Swanston, CU People’s executive vice president. “We wanted to continue to deliver the same message that service is what drives us, but simultaneously, update our look to reflect the value we can deliver via technology as well.”

About CUPi:

CU People (CUPi), is a leading provider of human resource outsourcing solutions. For 13 years, CUPi has been recognized as the preeminent outlet to provide HR expertise to financial institutions – freeing them to concentrate on strategic initiatives, versus tactical administration. Through CUPi’s value-added services, companies can realize improved data integrity, streamlined HR processes, and eased HR administrative burdens – all of which allows businesses to re-focus their efforts and concentrate on improving their bottom line!

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