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FOR IMMEDIATE RELEASE

**—SAMAHA ASSOCIATES EXPANDS NATIONALLY BY FORMING STRATEGIC PARTERSHIP WITH SHAPIRO PARTNERS—**

CHINO HILLS, CALIF. (March 21, 2011)—In a concerted and continued effort to enhance respective service and product offerings, industry leading e-commerce and technology consultants Samaha Associates is expanding its national operations by joining forces with Shapiro Partners, a celebrated management consulting firm well versed in all disciplines required to assist credit union management directives. This merging of skills and expertise will provide credit unions with unmatched advocacy and experience.

“This is an exciting and progressive partnership born from our significant growth,” said Samaha Associates Managing Consultant Sabeh Samaha. “We are first and foremost concerned with credit union advocacy in our areas of expertise. Every person on this new team has decades of experience in this industry and plays a critical role in our continued success moving forward, especially Adam Denbo,” said Samaha. “Through the decades of consistent commitment and contribution, we have all earned the trust of senior industry executives. While we are a growing firm, we all grew up professionally in this industry and take a family approach to all our clients.”

Shapiro Partners Senior Managing Consultant Adam Denbo, an experienced credit union CEO, explained that the two firms collectively will offer credit unions all possible services. These include vendor contract negotiations, revenue optimization and cost reduction, core vendor searches and implementations, process improvement implementations, technology and business resumption planning, mergers, business development, collections analysis, compliance, CUSO Services, human resource management, portfolio analysis, risk management and audit, social media management, strategic planning and training and development.

“The joining of forces now enables credit unions to enjoy even more services with trusted partners and true credit union advocates they have known for years,” said Denbo. “This will expand our reach with regard to the products and services we can offer our clients but also to the market allowing us to effectively serve all sizes of credit unions.”

*Samaha Associates is a nationally recognized consulting group that works collaboratively with financial institutions to assist in the improvement of business processes by optimizing efficiency and increasing revenue opportunities. Specializing in vendor contract negotiations, core system conversions and mergers, Samaha Associates expertly executes each respective project by exceeding client expectations. Visit: [www.ssamaha.com](http://www.ssamaha.com).*

*Shapiro Partners is a nationally recognized credit union consulting firm named after Leo H. Shapiro, one of the founding fathers of credit unions in California. Shapiro Partners views each engagement as a true partnership. It assists credit unions in accomplishing a variety of tasks and projects. Shapiro Partners has consultants in nearly all required disciplines which allows credit union management to better serve their membership. Visit: [www.shapiropartners.com](http://www.shapiropartners.com).*