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Illinois Credit Union League Invests in Strategy FinTech Envisant CUSO Partners with Pure IT: Bringing New Innovation to Credit Unions

Houston, TX – May 11, 2022: CUSOs unite under a common purpose to help credit unions. Envisant, a subsidiary of the Illinois Credit Union League, has invested in fellow CUSO, Pure IT. This capital investment allows an expansion of Pure IT's innovative IT Strategy work and will assist credit unions to compete for, and serve, more members.

Both Envisant and Pure IT share a common belief that innovative technology strategy is key to credit union success. The synergies between the two organizations focus on providing credit unions with access to innovative technology, strategy, and business intelligence.

"I'm thrilled for this opportunity to help expand Pure IT's innovative services to credit unions in Illinois and across the country through our league partnerships," says Tom Kane, CEO of the Illinois Credit Union League (ICUL) and Envisant. "Pure IT is a quality partner who knows credit unions. I look forward to working with them to increase credit union access to their business-changing services."

"We are honored to partner with Envisant and the ICUL," exclaims Jack Smith, CEO, and Co-founder of Pure IT. "This is exciting because this endeavor will offer robust technology services to credit unions of all shapes and sizes, allowing them to stay innovative while also meeting NCUA compliance and regulatory requirements."

"Envisant is more than an investor in Pure IT, we've signed on as a partner and delivery channel to help credit unions build efficient infrastructures and develop strategies that fulfill member expectations," says Libby Calderone, President of Envisant. "Customized technology services take member relationship-building to a new level, strengthening brand loyalty."



Pure IT is a trusted and valued technology partner that becomes an extension of credit unions' technology operations. Envisant is functioning as a delivery partner, leveraging its extensive networks, to bring these technology services to credit unions.

About Envisant:

Envisant is a credit union service organization helping credit unions across all 50 states achieve their vision. A subsidiary of the Illinois Credit Union League, Envisant brings experience and expertise to all areas of credit union service. Our forward-thinking product strategy features credit and debit programs, pre-paid debit cards, portfolio development consulting, agent credit card programs, ATM services, marketing and more. Get to know us at www.envisant.com.

About Pure IT Credit Union Services:

A CUSO like no other, Pure It was founded by an organic partnership between a Credit Union and an eclectic mix of Technologists and Enterprise Executives. Joined by a common servant vision, this partnership fused Technology into the business goals of the CU. This allowed the credit union to gain a competitive edge and serve members. Pure IT empowers credit union leaders with Technology Strategies, Continued Improvement Projects, and Ongoing Support. You're not alone on your Digital Transformation journey when you have a trusted partner like Pure IT. Please call, (281) 378-7777, or visit PureITcuso.com for more. *Pure IT: a Partnership Like No Other*

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