



CU DigiLend Partners with Mississippi Credit Union Association to Expand Digital Lending Access

Des Moines, Iowa – CU DigiLend, a point-of-sale lending platform built exclusively for credit unions, is proud to announce a new strategic partnership with the Mississippi Credit Union Association (MSCUA). This collaboration will help credit unions across Mississippi deliver fast, flexible financing through trusted local business partnerships—empowering members to access what they need, right when they need it.

CU DigiLend enables credit unions to offer real-time, white-labeled financing through service providers in industries like home improvement, HVAC, and healthcare. The platform is designed to work outside of traditional core constraints, making it easy for credit unions to expand their lending footprint while staying true to their brand and mission.

“We are excited to endorse CU DigiLend as a best-in-class digital lending solution for our member credit unions,” said Charles Elliott, President/CEO of MSCUA. “In an industry where member expectations and technology are evolving rapidly, CU DigiLend offers a proven platform that keeps credit unions competitive while staying true to the personalized service that defines our movement.”

This partnership reflects a shared commitment to innovation, access, and the credit union philosophy of people helping people. By helping credit unions meet members in real-life moments, like an unexpected home repair or medical expense, CU DigiLend strengthens community connections and builds long-term member loyalty.

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The Mississippi Credit Union Association (MSCUA) is the state trade association for 58 credit unions in Mississippi that provide financial services to more than 750,000 consumers who choose credit unions as their financial services partner. MSCUA advances its mission of advocating for the success of Mississippi credit unions by being a premier source of advocacy, collaboration, and knowledge for its member credit unions.

About CU DigiLend: CU DigiLend, a collaboration with Affiliates Management Company and FinMkt, revolutionizes consumer lending and financial services. Leveraging AMC's commitment to consumer well-being and FinMkt's innovative cloud-based technology, CU DigiLend delivers tailored solutions to credit unions, empowering them to become trusted financial partners for consumers.