

## PRESS RELEASE

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### **MARINE CORPS ASSOCIATION AND USAA CREATE AFFINITY MARKETING AGREEMENT TO BETTER SERVE MCA MEMBERS**

Quantico, VA – October 16, 2009 - In an effort to enhance benefits for its members, MCA has entered into an agreement with USAA in which USAA will become a preferred provider of financial services and be named the Association's *Semper Fidelis* Sponsor. Under the agreement, beginning in November 2009 MCA's 80,000 Marines and eligible family members will be able to take advantage of one-stop shopping for virtually all of their financial services needs.

"The Marine Corps Association is proud and excited to welcome USAA as our *Semper Fidelis* Sponsor," said MCA President and CEO MajGen Leslie M. Palm, USMC (Ret). "USAA is the benchmark in quality products and services for members of the Armed Forces. I've been a member of USAA since 1970 and have enjoyed the full range of USAA's products and services: car insurance, home insurance, and other financial products. USAA helped us put our two children through college. We wouldn't think of using any other company for the financial security of our family because of USAA's quality products and uncompromising customer service. We look forward to the relationship for the synergies it creates and the many benefits it brings to MCA's members."

USAA, one of the leading companies for financial planning, insurance, investments and banking products looks forward to working with MCA members and to meeting their various needs with USAA's spectrum of products. USAA has long been a leader in providing financial security for members of the U.S. military and their families.

"USAA and MCA have many members in common and we share a history dating back to very early in the last century, so joining forces makes perfect sense," said retired Army Maj. Gen. Joe Robles, USAA's president and CEO. "USAA provides products and services that are tailored to the unique needs of the military community, and we operate according to similar core values. We're ready to welcome MCA members and their families with open arms."

The new agreement will not impact MCA member's status with other affinity partner programs and those products will remain in force. It does however create additional opportunities and MCA members may look to take advantage of USAA products.

Those who want to learn more about USAA can call (800) 531-8722 or visit [USAA.com](http://USAA.com). To learn more about MCA membership, call (866) 622-1775 or visit [www.mca-marines.org](http://www.mca-marines.org).

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USAA Membership eligibility restrictions apply.

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### **About MCA**

The Marine Corps Association was formed at Guantanamo Bay, Cuba on 25 April 1913, by Marines of the 2d Provisional Brigade. John A. Lejeune, then a lieutenant colonel, headed the MCA's first executive committee. In a statement signed by members of the committee, Lejeune and his fellow officers declared the MCA would publish the history of the Marine Corps and disseminate "...information concerning the aims, purposes and deeds of the Corps, and the interchange of ideas for the betterment and improvement of its officers and men..." That objective continues to drive the Association into the 21st century. For information about Marine Corps Association, or to learn more about membership, visit [www.mca-marines.org](http://www.mca-marines.org).

### **About USAA**

USAA, a diversified financial services group of companies, is among the leading providers of financial planning, insurance, investments, and banking products to members of the U.S. military and their families. For the past three years, *BusinessWeek* magazine ranked USAA among the top two "Customer Service Champs," highlighting its legendary commitment of providing highly competitive financial products for 7.2 million members. For more information about USAA, or to learn more about membership, visit [usaa.com](http://usaa.com).