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CLARITY MEMBER SERVICES NAMES THE BUZZ FARM AS AGENCY OF RECORD

Communications firm grows credit union servicing company's brand from the ground up.

Bayside, NY – July 16, 2009 – The Buzz Farm announced today that they were chosen by Clarity Member Services (CMS) to develop the company's brand identity and corporate communications, and were later named as advertising agency of record. With headquarters located in Garfield, New Jersey, the experienced team at CMS provides superior mortgage services and customized solutions to credit unions nationwide.

"Clarity Member Services was created by a team of analytical, mortgage professionals. Creativity was certainly not one of our strong points," said Phil Scialabba, President of CMS. "We knew what we wanted to achieve concerning our branding and website, but we had no idea of how to get there. We were introduced to The Buzz Farm, and presented the agency with a feeling that we wanted our brand to portray. What we received were a number of customized identities that reflected this feeling to a tee. The Buzz Farm exceeded our expectations on all levels, from the professional design choices they presented, business card and letterhead layouts, and website design, all of which were delivered at or below budget, and at or ahead of schedule. We now have the branding that we were looking to achieve, and are looking forward to our continued relationship with The Buzz Farm."

"Collaborating with Clarity Member Services was an extremely satisfying experience," said David Mills, President and Founder of The Buzz Farm. "Their responsiveness and pin-point focus – from start to finish – was exceptional." He added, "We are very fortunate to be working with such a talented and professional team, and we are looking forward to a long and mutually beneficial relationship."

For inquiries regarding this and other news, please contact The Buzz Farm at 718.309.5277 or at media@thebuzzfarm.com.

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About Clarity Member Services

Clarity Member Services (CMS) provides credit unions an experienced, professional, first mortgage offering for their membership in accordance with each credit union's specific needs. Headquartered in Garfield, New Jersey, CMS offers a variety of program options, from full service to transparent loan servicing. For additional information, visit www.claritymemberservices.com online or contact CMS Toll Free at 877-882-7109.

About The Buzz Farm

The Buzz Farm is a strategic advertising and communications agency that creates and manages integrated online and offline communications solutions for its clients. The agency, founded in 2005, is headquartered in Bayside, New York, and is backed by a team of dynamic creative, marketing and technology professionals. The combination of its results-oriented strategies and unwavering appreciation of branding principles sets The Buzz Farm apart from conventional boutique advertising agencies and design firms. For additional information, please visit www.thebuzzfarm.com or contact The Buzz Farm at media@thebuzzfarm.com.