

NEWS RELEASE

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***Credit Union Difference* Launches Education/Awareness Campaign for Central Texans**

July 2004 will mark an important beginning in the financial futures of hundreds of thousands of Central Texans.

Eleven local credit unions have joined forces to help ensure quality of choice and genuine education in the financial services industry. The advertising and education cooperative calls itself *Credit Union Difference* and will soon launch a multi-media campaign to make sure Central Texans know what credit unions are and how they represent a powerful and positive financial services alternative.

“I’m thrilled to see such a large and diverse group of Central Texas credit unions take a proactive and dynamic approach towards spreading the good news about credit unions,” said Dick Ensweiler, Texas Credit Union League CEO and Credit Union National Association Chairman. “Positive consumer education is the best way to let people know all about credit unions and the many advantages they offer.”

“Our alliance marks a tremendous first step towards educating area residents about the many unique and dynamic differences between credit unions and other financial service providers,” said Billy F. Spivey, CEO of GENCO Federal Credit Union. “By logging on to credituniondifference.org, our friends and neighbors can read and review exactly what advantages and savings credit unions offer.”

“Because of their traditionally larger advertising budgets and active state and federal lobbying efforts, other financial services providers do a good job of drilling their message into consumers’ minds” added Lynn Talbert, CEO of Members Choice of Central Texas Federal Credit Union. “By uniting, these local credit unions have pooled their talents, advertising dollars and creativity into portraying the exciting alternative credit unions offer consumers.”

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Participating *Credit Union Difference* members include (*in alphabetic order*):

- 1st University Credit Union
- Educators Credit Union
- Texas Farm Bureau Federal Credit Union
- First Central Credit Union
- GENCO Federal Credit Union
- Heart O' Texas Federal Credit Union
- Members Choice of Central Texas Federal Credit Union
- McLennan County Employees Federal Credit Union
- Rocket Federal Credit Union
- Waco Federal Credit Union
- Waco Postal Credit Union

“Credit unions are an integral part of the past, present and future of financial services in this area,” added Gene Wenzel, CEO of Educators Credit Union. “The information provided by *Credit Union Difference* will do just what the name indicates: point out the many positive benefits and services credit unions offer.”

Credit Union Difference plans to advertise its positive message of credit unions as a superior alternative financial services provider via television commercials, billboards and its website (credituniondifference.org).

For more information about *Credit Union Difference*, or to find a local credit union you can join, visit credituniondifference.org.

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