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U of C Federal Credit Union produces results

Madison, WI- April 4, 2004- The Credit Union National Association Diamond Awards, and the Credit Union Executives Society Golden Mirror Awards, recognize the best of the best in marketing campaigns throughout the Credit Union industry. Both national credit union organizations have announced winners of their 2003 annual awards.

U of C Federal Credit Union located in Boulder, Colorado, received a total of six awards for exceptional marketing in the following categories: Diamond Awards – Community/PR program, Community/PR single event, Website Marketing and Segmented Marketing; Golden Mirror Awards – Image Enhancement and Public Relations.

Every year credit unions across the nation have the opportunity to step into the spotlight and showcase their best work. The pieces of work entered are judged on the overall strategy of the campaign, the creative concept behind the piece, the communication channels to the target audience, the quality of the design and layout, and the results of the campaign in comparison to the original goals.

Hundreds of Credit Unions, big and small, competed for national recognition. Among the winners, seven Colorado Credit Unions were awarded for their excellence. U of C Federal Credit Union's in-house marketing team brought home six awards, the most of any Colorado Credit Union.

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U of C Federal Credit Union is a member-owned, not-for-profit banking retailer serving Boulder County for over 50 years. The Credit Union provides objective consumer advice and personal banking products and services through a network of branches, ATMs, the Internet and service centers throughout the United States. U of C Federal Credit Union serves over 74,000 members and has over \$625 million in assets. Voted “Best Financial Institution” and “Best Employer” by the readers of the Boulder Daily Camera, U of C Federal Credit Union is committed to the financial success of its member-owners and the entire community. To learn more about U of C Federal Credit Union, visit the web site at uofcfcu.com