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### **Local Credit Union Gets New Name – Elevations Credit Union**

BOULDER, CO, *May 30, 2006* – U of C Federal Credit Union, the largest locally-owned financial institution in Boulder and Broomfield Counties is changing its name to Elevations Credit Union on May 31<sup>st</sup>. The \$690 million dollar credit union has a 16% consumer banking market share in Boulder County and over 75,000 account holders worldwide.

“With our market visibility, consumers and our account holders will have some questions as to why we changed our name.” stated Bill Sterner, CEO/President. “One of the primary reasons is our name no longer represented the full scope and diversity of our account holders. In addition, the U of C Federal Credit Union name creates an impression that only people associated with the University of Colorado are eligible to open an account, which is completely inaccurate.”

The new name was selected using a proven process that included the Board, Senior Management and staff. “We were seeking a name that represents the Front Range of Colorado, the beauty of our mountains and the recreational opportunities these mountains represent. We also needed a name that would be unique enough to survive trademark tests,” stated Evelyn Polando, COO.

The credit union is excited about the new name and its consumer promise. The name, Elevations, will represent the credit union’s commitment to helping account holders attain their financial goals. “As a credit union, we know that it is only through the financial success of our account holders that we can be successful as an organization,” added Mr. Sterner.

To demonstrate this commitment to consumer education, the credit union offers a broad range of consumer resources and seminars designed to provide the type of unbiased information that turns participants into smart consumers. These seminars include how to classes on car buying, home buying, privacy protection, identity theft, wills and trusts, and more. While other talks about how they help their customers, Elevations has a track record of being an industry leader in this arena. “Our goal is very transparent,” stated Ms Polando, “it is to provide better solutions, better service, and better value so that our account holders can enjoy the active outdoor lifestyle our community is famous for.”

Founded on the Boulder campus of the University of Colorado in 1953, the credit unions relationship with CU is strong and remains a priority. “We’re very proud of our history with the University,” says Board Chair Lynn Walloch. “Even though we will have Elevations Credit Union displayed on our branches and ATM’s; we remain committed to serving the University of Colorado and will continue to be an active partner in the university community. Elevations better reflects who we are, and who we will become as we continue to grow and expand our footprint in the communities we serve.”

Only the name is changing. Branch locations, staff, account numbers, phone numbers and operations will remain the same. The credit unions award winning consumer education programs offer an unbiased resource for not only account holders, but everyone in the community. “We will make Elevations a stronger credit union through our commitment to our account holders, our unique business philosophy, our growth and our community. This is the way our credit union will provide the service levels, access points and range of products to the community that they deserve,” summarized Mr. Sterner.

More information on the name change is available at <http://www.uofcfcu.com/namechange> .

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Elevations 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. Elevations Credit Union serves over 76,000 members and has over \$690 million in assets. Voted “Best Financial Institution” by the readers of three local newspapers, Elevations Credit Union is committed to the financial success of its member-owners and the entire community. To learn more about Elevations Credit Union, visit the web site at [ElevationsCU.com](http://ElevationsCU.com).