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FOR IMMEDIATE RELEASE

Anti-swag campaign nets student \$5,000 scholarship

BOULDER, COLO – OCTOBER 12, 2007 - For a second straight year Elevations Credit Union has risen to support CU and one very lucky CU Student. Gerald Durkan, III received a \$5,000 scholarship check from Elevations Credit Union. Gerald explained, “Funds from this scholarship will help out with tuition for the upcoming semester”.

The scholarship is part of Elevations Credit Union’s innovative approach to engaging incoming freshmen in establishing a banking relationship. While other financial institutions offered t-shirts, ski tickets, Frisbees and swag, Elevations Credit Union gave students a chance to help defray their college expenses. “This is a fun and tangible way for the credit union to show our commitment to our students at CU. We strive to educate young people and set them on a healthy course so they can establish solid financial practices that will pay dividends for a lifetime”, said Rich Jones, Elevations Credit Union, Vice President of Marketing.

Students who opened an Elevations Credit Union account between June 1, 2007, and September 30, 2007 were automatically entered in the drawing. Gerald Durkan’s name was randomly selected from 1,627 entries. Gerald is originally from Hawaii and is in the school of Arts and Sciences.

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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 \$760 million in assets. Voted “Best Financial Institution” eight years in a row, Elevations Credit Union is committed to the financial success of its members and the entire community. To learn more about Elevations Credit Union, visit the web site at www.elevationscu.com.