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FOR IMMEDIATE RELEASE

\$1,000 Gift Adds Surprise Benefit to Low Pressure Car Purchase

BOULDER, COLO – July 9, 2007 - In addition to saving money, and enjoying a pressure-free car purchase, Elevations Credit Union member Corbin Connolly received an unexpected \$1,000 travel package, when she checked out vehicles at Automotive Avenues.

“In just two and a half hours, we were able to shop for vehicles, test drive several and finalize our financing. The staff was very responsive to our price range and mileage requirements, and never once pushy.” Winning the travel package was a surprise and an added bonus.” Corbin was so impressed by Automotive Avenues, she returned the following week to have her other car serviced.

This type of consumer driven, pressure-free car buying experience is the purpose of Elevations Credit Union’s relationship with Automotive Avenues. Automotive Avenues is an independent Lakewood-based, vehicle dealer offering new car and used car auto-buying service, sales, leasing, service and parts facilities and on-site financing exclusively for credit union members like Corbin Connolly.

“Over the past three years, Automotive Avenues has assisted over 550 Elevations Credit Union account holders with vehicle purchases”, said Craig Burkhard, Chief Lending Officer for Elevations Credit Union. “We continue to receive rave reviews and repeated compliments about the high level of service and no-hassle approach.”

For Elevations Credit Union members, there are no fees to use Automotive Avenues. In contrast to traditional dealerships, sales consultants at Automotive Avenues do not work on a commission basis. Instead, they receive a transaction fee for each vehicle sold. Since Automotive Avenues has no vested interest in any individual make of car, consumers receive unbiased information and real information about which vehicle best meets their needs.

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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 manages over \$710 million in assets. Voted “Best Financial Institution” for eight years in a row, 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.