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FOR IMMEDIATE RELEASE

Elevations Credit Union Poised to Grow in Westminster/Broomfield

Brings unique focus on consumer value

BOULDER, COLO- *February 22, 2008*—Elevations Credit Union's new branch on the border of Westminster and Broomfield brings trusted consumer resources to the community and provides services to the 2,500+ account holders already living in the area. In addition to a full suite of retail banking services, the branch offers Elevations Credit Union's unbiased consumer information and demonstrated commitment to the community.

The office, at the corner of 120th and Sheridan Blvd., in the Sheridan Crossing Shopping Center, opens to the public on Monday, February 25, 2008. The 3,200 square foot branch includes two teller stations, online self-service stations and a 24-hour walk up ATM. The full-service lobby offers specialists in account services, mortgage lending, investment services and Elevations Credit Union's solutions-based way of delivering service.

Car buying assistance, free financial counseling and the RealityCheck consumer education program are examples of how Elevations Credit Union goes beyond traditional retail banking services. "We focus on helping consumers make informed life choices. Helping our members make a good car purchase is just as important as low-cost financing" said Bill Sterner, Elevations Credit Union President/CEO.

Taking an active role in the community has been a core value at Elevations Credit Union throughout its 54 year history. The Credit Union's Community Relations Committee has funded FISH, Inc. and the Community Foundation of Broomfield. Branch opening activities include donations for both of these non-profit organizations.

This new location is part of a larger branching strategy that includes plans for three new branches in the next year. "Elevations Credit Union has based its 54 years of success on placing the consumer first and maintaining a sense of trust. Our objective is to serve existing account holders and expand business in Boulder County, Broomfield County and Westminster," said Sterner.

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Elevations Credit Union is a 54- year old, member-owned, not-for-profit banking retailer serving Boulder County, Broomfield County and Westminster. 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 76,000 members and manages over \$740 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.