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**FOR IMMEDIATE RELEASE**

**Elevations Credit Union Announces Expansion Plan**

BOULDER, COLO- *March 14, 2008*—Elevations Credit Union announced a branching strategy that includes plans for three new branches in the next 12 months. The credit union is considering branches in Erie/northeast Broomfield, northeast Longmont and Superior; all of which is part of a plan to establish a more prominent presence in Boulder and Broomfield Counties as well as portions of Westminster.

“Branches in these areas are important to meeting the needs of existing Elevations Credit Union account holders and offer convenience to potential account holders”, said Dennis Paul, Elevations AVP of Business and Community Development. “We feel we can expand our business based on our consumer orientation, extensive consumer education program and our 54-year track record of providing financial services devoid of deception and fine print.”

In 2007, Elevations Credit Union was granted a state charter that allows it to serve anyone who lives or works in Broomfield County, Boulder County and sections of Westminster. According to Paul, Elevations Credit Union already has significant market penetration in these communities. Branch proximity is a key element of the plan and will support growth within these markets.

Elevations Credit Union has already completed lease negotiation for space at the corner of Hwy 7 and Mt. View Road, at the crossroads of Erie and north Broomfield. A proposed opening date is pending until the branch project plan has been completed. Locations for the northeast Longmont and Superior branches are currently in the research stage and have not yet been determined.

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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 portions of 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 \$760 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).