

GEORGIA CREDIT UNION

Affiliates

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FOR IMMEDIATE RELEASE

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Georgia Credit Unions Win CAMEO Award

Duluth, GA (March 25, 2008) — Every year credit unions are recognized and rewarded for their credit card marketing efforts with a CAMEO Award. This May, Credit Union of Georgia, Georgia's Own Credit Union and Richmond Community Federal Credit Union will all receive this special award at the Card Services for Credit Union's (CSCU) Annual Meeting being held in Ft. Lauderdale, Florida. Credit unions have to actively promote their card portfolio in order to reach their goals and CSCU honors the hard work of credit unions that understand and implement such campaigns.

Winning first place in the \$100 - \$250 million in assets category, Credit Union of Georgia's credit card campaign, "Come Play for Free" was based on the "March Madness" basketball season and offered a 0% APR credit card to eligible members. "Make a Splash" was the theme for the Georgia's Own Credit Union card promotion which won second place in the more than \$1 billion in assets category. This promotion's objective was to attract new cardholders and increase the usage of current accounts by highlight the myriad of ways a Visa® card could enhance their member's summer vacations. In the \$20 million in assets or less category, Richmond Community Federal Credit Union won first place. The theme for Richmond Community Federal Credit Union's card promotion was, "Score Big with Richmond Community FCU" and offered members ScoreCard® points on both credit and debit platforms.

Each Credit Union accomplished their goals and had outstanding results from their credit card campaign. "We were very pleased and honored to hear we had won such a prestigious award as the CAMEO award. We've increased our portfolio with guidance from our state League and are

overwhelmed that this product has benefitted our members.” says Phyllis Cochran, president and CEO of Richmond Community Federal Credit Union.

About Georgia Credit Union Affiliates

Georgia Credit Union Affiliates (GCUA) is comprised of three state support organizations—Cooperative Services, Inc., Georgia Central Credit Union and Georgia Credit Union League. Georgia Credit Union Affiliates is a trade association that provides advocacy, educational, operational and marketing support for Georgia credit unions. There are 180 credit unions in Georgia, with total assets of \$12 billion, serving over 1.7 million members.

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