



**FOR IMMEDIATE RELEASE**

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**CELEBRATE INTERNATIONAL CREDIT UNION DAY WITH PEFCU**

West Lafayette, Ind. – October 13, 2009 – On Thursday, October 15, credit union members around the world will celebrate International Credit Union Day, an event designed to commemorate the credit union movement’s history and achievements. In honor of this special day, Purdue Employees Federal Credit Union invites the community to visit a branch and learn about the credit union difference. Complimentary fall cookies available while supplies last.

Credit unions are not-for-profit financial cooperatives that provide an effective and viable alternative to for-profit financial institutions for more than 186 million members in 97 counties worldwide. They exist to serve their members, providing a safe place to save money and access affordable loans.

Since 1948, International Credit Union Day has been celebrated annually on the third Thursday of October. Each year, the international event affords the opportunity to remember credit unions’ proud history and promote awareness of and support for the credit union difference. This year’s theme—Your Money. Your Choice. Your Credit Union™—underlines the credit union and cooperative spirit, emphasizing value, trust and service to members.

Credit unions are recognized as a force for positive economic and social change and have provided significant social and economic value in both developed and emerging nations. International Credit Union Day is sponsored by World Council of Credit Unions (WOCCU), the international trade association and development organization for credit unions, and Credit Union National Association (CUNA), the premier trade association for America’s credit unions.

On October 15, credit unions from around the world will be celebrating the day with parades, festivals, contests and open houses.

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**About PEFCU**

What began in a small office on Purdue's campus and with a simple cigar box to hold members' funds 40 years ago now boasts assets exceeding \$550 million and serves more than 57,000 members nationwide. PEFCU serves its members with six regular branches, two in-school branches, and a robust offering of online and mobile banking services.

PEFCU offers its members an array of financial products including locally serviced mortgage and consumer loan products—first mortgages, home equity loans, vehicle loans, credit cards, secured loans and more—savings and money market accounts, checking accounts with direct deposit, individual retirement accounts and business accounts.

And today, when so many financial institutions are struggling in a weakened economy, PEFCU remains strong because it has stayed true to its original purpose—people helping people. Its 2008 membership satisfaction scores set record highs with an average quarterly score of 97.37 percent, illustrating its core commitment to meeting members' needs.

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