



FOR IMMEDIATE RELEASE

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PEFCU MEMBERS SAVE WITH GM DISCOUNTS

West Lafayette, Ind. – September 24, 2009 – Purdue Employees Federal Credit Union (PEFCU) is one of nearly 2,000 credit unions participating in a vehicle purchase price discount program from General Motors Corporation designed exclusively for credit union members.

“Invest in America” provides a great value to consumers who take advantage of a GM price discount on purchases of eligible Buick, Cadillac, Hummer, Saab, Chevrolet, GMC, Saturn and Pontiac cars and trucks.

The program, which runs through December 31, 2009, offers eligible vehicles at a “GM Supplier for Friends” price discount to credit union members and members of their households. The discounts, among the best and most broad-based values offered by GM, will stack on top of most other incentives being offered. Through the program credit unions are doing our part to help our nation’s auto industry—from manufacturers to dealers. So far, more than 190,000 vehicles have sold under the “Invest in America” program.

PEFCU members should visit www.lovemycreditunion.org and click the “GM Discount” button. Then they complete a registration form and select PEFCU from the drop-down box. After members submit their forms, they can print or write down their assigned authorization number. Members must take their authorization number and proof of PEFCU membership—a statement, check or membership card—to their local dealership to take advantage of the discounts.

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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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