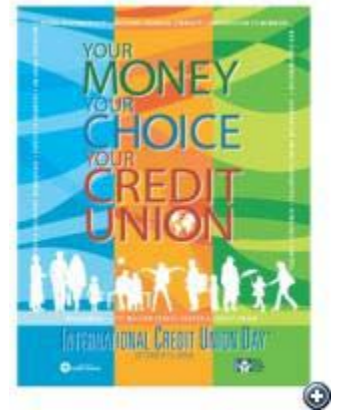


2009 International Credit Union Day Reminds People of CU Difference Theme: Your Money. Your Choice. Your Credit Union.

In response to the challenges facing credit unions and cooperatives worldwide, this year's International Credit Union (ICU) Day[®] theme will remind people everywhere of the advantages that credit unions provide their members. International Credit Union Day[®] will be observed on Thursday, October 15, 2009.

The idea for this year's ICU Day theme, "Your Money. Your Choice. Your Credit Union." came from Stan Cowan of A+ Federal Credit Union in Austin, Texas, USA. The theme celebrates the reasons why 177 million people worldwide choose credit unions. Value, trust and service to members, all represented in the theme, are just a few of the many reasons credit unions are chosen by people seeking access to fair and affordable financial services.

"This year, more than ever, consumer finance and business experts have repeatedly highlighted credit unions as safe and sound institutions where people can depend on a trusting relationship," said World Council of Credit Unions (WOCCU) President and CEO Pete Crear. "That is truly an accomplishment we can be proud of in these tumultuous times, and we should celebrate it this October."



Credit union leaders around the world agree that now is the time to come together and promote the credit union difference. "In a time of economic upheaval when control has largely been taken out of the hands of consumers, this year's theme demonstrates that members, through equal ownership and voting rights, are squarely in charge of their credit unions," said Dan Mica, president and CEO of the Credit Union National Association (CUNA).

"We are pleased to work with other national and international groups on the campaign to promote International Credit Union Day and Co-op Week," said David Phillips, president and CEO of Credit Union Central of Canada. "We work with these groups year round on projects that support important initiatives that help members around the world cope with trying economic times."

Manuel Rabines, 2nd Vice Chair of WOCCU and President of the Peruvian National Credit Union Association, agrees. "Like their colleagues around the world, credit unions in Peru continue to find new ways to serve their members through changing times," he said. "As a global movement, it's important we take time this year to demonstrate our strength and remind people about the many benefits we provide to our members."

ICU Day has been celebrated annually on the third Thursday of October since 1948. The celebration of Co-op Week that same week in Canada became a national event in 1982. In the United States, October is also designated as National Cooperative Month celebrating all cooperatives including grocery, agricultural and energy co-ops, as well as credit unions.

"While today's economic times pose serious challenges, they also provide an opportunity for the cooperative sector to demonstrate the differences between co-ops and traditional business models," said Canadian Co-operative Association Executive Director Carol Hunter. "We know that people are increasingly interested in supporting organizations that are open, democratic and put people before profits, and that's what cooperatives and credit unions are all about."

Official ICU Day graphics are available to download from WOCCU's Web site at www.woccu.org/icuday2009. Promotional materials such as sample advertisements and speeches will be available soon. A variety of promotional products will be available for purchase on CUNA's Web site.