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UNIVERSAL 1 RECEIVES NATIONAL MARKETING RECOGNITION

Dayton, Ohio – March, 2014



Universal 1 Credit Union (U1) was honored with a Diamond Award recognizing outstanding marketing and business development in the credit union industry.

The Credit Union National Association (CUNA) Marketing & Business Development Council, a national network of credit union marketing and business development professionals, presented the award to U1 for its new website at the group's annual conference in Orlando, Florida. U1's website is the cornerstone of its ongoing member experience and branding transformation.

"The Diamond Award competition is the most prestigious competition for excellence in marketing and business development in the credit union industry," said Michelle Hunter, Chair of the CUNA Marketing & Business Development Council. "The Diamond Awards are not easily earned and the Council is proud to honor those who are deserving of this recognition."

U1 plans to continue its longstanding commitment to positive member service with other new upgrades in 2014.

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Universal 1 Credit Union (u1cu.org) is a 50,000-member not-for-profit financial institution that exists to create personal, community and financial wellbeing for the greater Dayton, Sidney and Chillicothe areas. Providing service "Beyond What You Expected" is delivered daily as members are pleasantly surprised that their financial institution cares about them as a human being.

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