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For Immediate Release

DFCU Financial Survey Confirms Membership Satisfaction

DEARBORN, Mich., Tuesday, Jan. 2, 2007 – DFCU Financial, Michigan's largest credit union, has been expanding opportunities to gather member feedback in order to continue to serve its membership in the best ways possible. This past September, DFCU Financial mailed a survey to a sampling of its membership and here are the results:

- In 2001 52% of DFCU Financial members were very satisfied, in 2003 that number was 66%, and in 2006 we are now at 69%.
- The deeper the relationship members have with DFCU Financial the more satisfied they are – 95% of our committed members are very/somewhat satisfied.
- Members who transact in the branches or on the phone have a higher satisfaction level than those who do not have a personal interaction with DFCU Financial staff (ATM, web, mail).
- Factors that drive increased satisfaction include convenient branch locations, opening of a new branch, helpfulness of DFCU Financial staff and good customer service. Other key drivers in member satisfaction are the DFCU Financial mortgage and investment representatives.
- 91% of members agree that DFCU Financial is easy to do business with.
- 90% of all members surveyed report that they are very likely to choose DFCU Financial if they had the opportunity to do it all over again.
- 86% of all members are likely to recommend DFCU to a friend or relative.

“We are very pleased to know that overall, members are satisfied with DFCU Financial,” said Mark Shobe, president and CEO of DFCU Financial. “The results of this survey are aligned with

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the feedback we receive from the secret shopper program in which DFCU Financial participates.”

Through the shopper program members measure their experience at DFCU Financial branches and through the call center. For the third quarter of 2006, DFCU ranked number one in all five shopper program categories -- Overall Service, Competitive Comparison, Referral Rating, Use of Member Name and Emotional Connection, which means how appreciated and valued members felt.

“As we begin this new year,” Shobe said, “we will continue gathering member feedback to help us provide the outstanding service levels that our membership deserves.”

DFCU Financial is headquartered in Dearborn, Mich. With more than \$1.8 billion in assets, DFCU Financial is the largest credit union in Michigan. It currently operates 11 full-service Detroit-area branch offices in addition to educational student-run branches at Dearborn High School and Livonia Franklin High School. To find out how you can join DFCU Financial, call 313.336.2700 or 888.336.2700 from outside the local area, or visit www.dfcufinancial.com.

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