



For Immediate Release

Contact: Kim Ward Gabbert, APR  
313.322.8239  
kimberly.gabbert@dfcufinancial.com

## **DFCU Named Among 101 Best and Brightest for Fourth Consecutive Year**

**DEARBORN, Mich., Friday, Oct. 5, 2007** – This is the fourth consecutive year that DFCU Financial, Michigan’s largest credit union, has been named one of the 101 Best and Brightest Companies in Southeast Michigan by the Michigan Business and Professional Association (MBPA).

According to the MBPA, outstanding employee education, professional development and commitment, in addition to effective communication are just a few of the many reasons DFCU Financial has been named one of the 101 Best and Brightest Companies to Work for again in 2007.

“I am extremely proud to work for an organization that has been given this distinction – not only once, but four times,” said Mark Shobe, president and CEO of DFCU Financial. “We’ve all worked hard together to create a workplace that we can be proud of – one that provides us with an environment and opportunities that we appreciate. When people are happy in their workplace, they are better able to serve members, which is what DFCU Financial is all about.”

Companies selected to receive the “101 Best & Brightest Companies to Work For” award represent the leading edge in human resources practices in industries as diverse as automotive, financial services, staffing, technology, healthcare, and non-profits, according to the MBPA. National and multinational companies as well as local businesses are represented on the list.

The “101 Best & Brightest Companies to Work For” awards recognize best practices in nine categories: Diversity and Multiculturalism, Work-Life Balance, Employee Communication and

- more -

400 TOWN CENTER DRIVE DEARBORN, MICHIGAN 48126	
PH 313.336.2700	PH 888.336.2700
<a href="http://www.dfcufinancial.com">www.dfcufinancial.com</a>	

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Recognition, Compensation and Benefits, Employee Education and Development, Recruitment and Retention, Employee Motivation and Enthusiasm, Community Initiatives, and Strategic Planning and Integration.

Companies named to the prestigious list encounter a rigorous judging process. After the employee nomination is received and evaluated, the human resources department completes a 15-page questionnaire by which the MBPA evaluates employment practices. The MBPA then randomly selects employees at the organizations to complete an extensive survey on how they feel about their employer. Afterward, a panel of judges examines the award application and award points. For more information, please visit [www.101bestandbrightest.com](http://www.101bestandbrightest.com).

DFCU Financial, headquartered in Dearborn, is Michigan's largest credit union with \$1.8 billion in assets. 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. In 2006, DFCU Financial awarded a special patronage dividend to its members, which was the largest in the history of credit unions. 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](http://www.dfcufinancial.com).

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