



2004, 2005, 2006 . . .
We've done it again!

For the third consecutive year, DFCU Financial is proud to be selected one of the 101 Best and Brightest Companies to Work For. Why? Because we have great members! We love what we do, and we love serving you. Thank you for helping to make DFCU Financial a great place to work!



For Immediate Release

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DFCU Named Among 101 Best and Brightest for Third Consecutive Year

DEARBORN, Mich., Monday, Sept. 18, 2006 – Outstanding employee education, 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 2006. This is the third consecutive year that DFCU Financial has been awarded this honor.

“I am extremely proud to work for an organization that has been given this distinction – not only once, but three 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. ”

According to the MBPA, 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, staffing, technology, healthcare, and non-profit. 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 Recognition, Compensation and Benefits, Employee Education and Development, Recruitment and Retention, Employee Motivation and Enthusiasm, Community Initiatives, and Strategic Planning and Integration.

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Companies named to the prestigious list go through 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 also 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.101michiganbest.com.

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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