



For Immediate Release

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125,000 Michigan Citizens Receive Money in Form of Dividend **Credit Union Helps in Time of Economic Need**

DEARBORN, Mich., Wednesday, Jan. 9, 2008 – Today, more than 125,000 Michigan residents who are members of DFCU Financial received anywhere from \$50 to more than \$10,000 in a special dividend of more than \$17 million distributed by the credit union.

“Given the economic challenges people are facing in this area, we’re glad to help out so many members by giving back in the form of this special dividend,” said Mark Shobe, president and CEO of DFCU Financial. “For many who have mortgages with us, the special dividend equates to practically a free payment, which is quite a welcome relief to those who may be struggling.”

Dave Adams, president and CEO of the Michigan Credit Union League, commented on the special dividend by saying, “When is the last time that a bank sent their customers a little extra after a profitable year? As an industry, we can tout this special dividend as the credit union difference in action. This dividend represents the hard dollar differences between credit unions and banks.”

Here’s how the dividend was calculated: Eligible members received 0.50% on all their deposit and loan balances, which would include savings, mortgages, consumer loans and credit card balances. For example, if a member had a \$150,000 mortgage, plus \$40,000 in deposits, plus a \$10,000 consumer loan, they would have received \$1,000 ($\$200,000 \times .005 = \$1,000$).

“We encourage people to think about their financial relationships and ask themselves if their

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financial institution pays them to be a customer,” Shobe said. “Most everyone has a mortgage, credit cards, and deposit accounts somewhere so why not have them at DFCU Financial where they can get a special dividend at year’s end? In addition to the special dividend, DFCU Financial is noted for its great service and our staff will handle moving accounts over for anyone who would like to join.”

DFCU Financial has invested more than \$50 million in southeastern Michigan since 2003 through branch expansions, jobs creation, dividends and investments in our schools and communities. It is one of only a few financial institutions in the area that isn’t relocating, reducing its workforce or closing branches.

“The entire DFCU Financial team has worked very diligently to establish an efficient credit union that is able to give back to its members. The fact that DFCU Financial is able to issue a dividend, build new branches, introduce payment- and interest-free loans through the Career Transition Program, provide free credit and budget counseling, and still be financially strong is testament to our loyal member base and how well the credit union is operating amidst this struggling economy,” Shobe said. “While it is not guaranteed, it is our intent to keep issuing dividends annually. This is a benefit to our members and a boost to our local economy.”

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 12 full-service Detroit-area branch offices in addition to educational student-run branches at Dearborn High School and Livonia Franklin High School. In 2007, DFCU Financial was named one of the 101 Best and Brightest Companies to Work For for the fourth consecutive year. Everyone can join DFCU Financial. To find out how, call 313.336.2700 or 888.336.2700 from outside the local area, or visit www.dfcufinancial.com.

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