



For Immediate Release:

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DFCU Financial Awarded “Michigan Economic Bright Spot”

DEARBORN, Mich., April 28, 2008 – DFCU Financial, Michigan’s largest credit union, was recently named a “Michigan Economic Bright Spot” by *Corp!* magazine.

According to the Warren-based publication, Michigan may be suffering from a downturn in the economy, but there are businesses that are doing well and making a positive impact in our state. “Companies that are driving Michigan’s economy forward are our bright spots,” said Jennifer Kluge, publisher of *Corp!*, “Michigan counts on these businesses to drive our future and ensure that our local communities and state are a better place to live and work.”

“Being named a “Michigan Economic Bright Spot” is a great distinction given our struggling economy,” said Mark Shobe, president and CEO of DFCU Financial. “We are a financially strong and efficiently run operation so we have the resources to give back to our members and invest in our communities at a time when it is greatly needed.”

Since 2003, DFCU Financial has invested more than \$50 million in southeastern Michigan through branch expansions, jobs creation, special 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. Over the last two years, DFCU Financial has given back to members more than \$34 million dollars in special dividends, which is based upon a member’s total relationship with DFCU Financial, not just because they opened an account.

DFCU Financial, headquartered in Dearborn, is Michigan’s largest credit union with \$1.9 billion in assets. For two years in a row, DFCU Financial has issued the largest dividend in the history

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of credit unions of more than \$34 million and has reinvested in its membership with new branches, a Career Transition Program and financial literacy education for all ages. DFCU Financial 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. Anyone 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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