



**For Immediate Release:**

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## **DFCU Financial to Launch Comprehensive Campaign**

**DEARBORN, Mich., April 30, 2008** – DFCU Financial, Michigan’s largest credit union, will launch a comprehensive new campaign to promote its Special Dividend, which is a unique benefit of membership not available at other Southeastern Michigan financial institutions.

2007 marked the second consecutive year that DFCU Financial issued a special dividend to reward members for their financial relationship with the credit union. For the last two years, DFCU Financial has given to members in excess of \$17 million each year making it the largest dividend issued in the history of the Credit Union Industry, and a key point of differentiation for DFCU Financial in Southeastern Michigan. More than 125,000 Michigan residents were issued a 2007 dividend, many of whom received thousands of dollars. Despite our struggling economy, the dividend issued in 2006 was the first to DFCU Financial members in more than 20 years.

The cornerstone of the campaign is a special Web site, [www.paystobelong.com](http://www.paystobelong.com). The site features a dividend calculator for people to determine the potential amount of money they would receive if they moved all their loan and deposit balances to DFCU Financial.

“The dividend calculator will allow members and potential members to understand the monetary impact of having their entire financial relationship with DFCU Financial,” said Mark Shobe, president and CEO of DFCU Financial. “For two consecutive years, many members received thousands of dollars in special dividends because we are their primary institution – not just \$50 to open a checking account – but hundreds or even thousands.”

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In addition, DFCU Financial will post banner ads on two of metro Detroit's highest-traffic news sites: [www.freep.com/detnews.com](http://www.freep.com/detnews.com) and [www.clickondetroit.com](http://www.clickondetroit.com). These banner ads will run for six weeks from April 28 through June 8.

Radio will also be part of the dividend campaign. 60-second spots will run on the following stations beginning April 28: WDVD (96.3), WYCD (99.5), WCSX (94.7), WNIC (100.3), WDRQ (93.1), WMXD (92.3), WXYT (97.1). To round out the campaign, personalized direct mail will be sent to more than 81,000 residents in surrounding communities where DFCU Financial has its 12 branches.

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.

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 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](http://www.dfcufinancial.com).

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