



For Immediate Release

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

## **DFCU Financial, Michigan's Largest Credit Union, To Open Madison Heights Branch**

**DEARBORN, Mich., Wednesday, Oct. 24, 2007** –DFCU Financial, Michigan's largest credit union, is proud to announce that our 12<sup>th</sup> branch office, DFCU Madison Heights, is scheduled to open on November 5.

The new branch is located at 600 East 14 Mile Road, which is the southeast corner of 14 Mile Road and Edwards Road, just east of East of John R. The site was selected to service this busy area and is our first branch to service the eastern part of Metro Detroit.

"We're committed to expanding our branch network to reach our members where they live and work," said Mark Shobe, DFCU Financial president and CEO. "The advantage we have as a stable, well-run organization is that we can continue to expand our services in order to meet members' growing financial needs. The members of DFCU Financial can continue to count on us to expand services and maintain a healthy organization."

In keeping with support of its communities and education, DFCU will donate money to the Friends of Madison Heights Youth, a 10-year old organization founded by the current Mayor Pro Tem of Madison Heights, Toni Shad. Friends of Madison Heights Youth funds projects and equipment for both school districts in Madison Heights – Lamphere and Madison – and city-sponsored projects for children as well. It is the only youth organization in Madison Heights that gives 100% of its donations to support the youth programs.

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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>	

“DFCU Financial has made, and will continue to make, a commitment to education, both in the communities we serve and to our members,” Shobe said. “We support educational initiatives through donations, sponsorships and through the products and services we offer -- from budget counseling for adults to teaching children about money management.”

*Members are invited to stop by the new branch to celebrate its grand opening the week of November 5. Watch for more information about special events and offers, which will be posted on [www.dfcufinancial.com](http://www.dfcufinancial.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. In 2007, DFCU Financial was named one of the 101 Best and Brightest Companies to Work For for the fourth consecutive year. 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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