

UM CREDIT UNION

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The University of Michigan Credit Union Opens New Branch

ANN ARBOR, MI (November 30, 2015) – The University of Michigan Credit Union (UMCU) is thrilled to present an aMAIZEing new branch to our loyal members and the Ann Arbor and University community.

Member convenience was a top priority when designing and selecting the location for the new branch, which now resides at 2725 South State St. in Ann Arbor. As an addition to the South State Street corridor it has great visibility and accessibility. It is close to I-94 and only a few minutes away from the University, Briarwood Mall, and downtown Ann Arbor. The building's iconic blue roof and large windows stand out from the rest of the landscape, making it a new landmark for the area.

UMCU's dedication to the University of Michigan can be seen throughout the new branch from the prime location and contemporary architecture, to the maize and blue furniture and striking mural that spans the entire wall of the community room. This mural showcases photos of the many different people, places, and objects that represent the University of Michigan and it is clearly visible from the outside. This dedication to the University is not only evident in the branch's appearance but also in its atmosphere and commitment to providing excellent service.

South State St. is a transitional branch as it is UMCU's first branch designed to balance technology with infrastructure by offering a drive-thru, wireless technology including a tablet system, video conferencing, and self-service kiosks. It is indicative of the direction in which UMCU is moving as a financial institution, which involves incorporating the latest technology into our branches to make utilizing our products and services as convenient as possible for our members.

"UMCU is raising the bar and taking the lead in demonstrating what the future of banking entails. We offer the latest technology, but technology is just a cornerstone of our business. We recognize that we are serving or

working with people, not just numbers. Our branch is designed to be centered on just that, to be inviting and family friendly” said Linda Kaddouh, South State Street Branch Manager.

While the building’s architecture is sleek and modern, it has a sincere and inviting atmosphere. The stunning glass windows used throughout the branch offer a warmth and openness that symbolizes UMCU’s transparency with its members, products, and services.

The new branch also includes features that engage members and encourage building a relationship between credit union and community that is more financially conversational than transactional. Such features include a kids’ zone with an Xbox 360, coffee Keurig area, and a community room that can be used to host financial education classes and workshops.

“The University of Michigan Credit Union Team is grateful and excited to serve our members, the University and the Ann Arbor community at our new South State Street Location. We hope that you find our new branch to be warm, welcoming, convenient and reflective of our brand” said Tiffany Ford, UMCU’s President and Chief Executive Officer (CEO).

With the opening of this new branch on South State St., UMCU has permanently closed our Eisenhower branch located at 305 E. Eisenhower.

About the University of Michigan Credit Union

The University of Michigan Credit Union (UMCU) is a member owned, not-for-profit cooperative. Our purpose is to aMAIZE our members, community, and team by working together for our shared success.

UMCU is the only credit union headquartered in Ann Arbor, Michigan. When established in 1954, we were 12 members and \$9.00 in assets. Today, UMCU has over 73,000 members and \$654 million in assets and we continue to grow! With seven offices in Ann Arbor, a branch in Ypsilanti, a branch in Dearborn and three branches in Flint, UMCU is able to serve the financial needs of the University of Michigan and its community in all of these areas.

For more information on UMCU, you can refer to our website at www.umcu.org or talk to one of our team members at your local branch location.

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