

For Immediate Release

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**allU.S. Credit Union Announces the Grand Opening of its New
Location in Salinas**

SALINAS, CA. (June 12, 2016) — AllU.S. Credit Union, which offers the latest technological innovations while retaining personalized customer service, will celebrate the opening of its new Salinas branch with cash and prizes, ticket giveaways, entertainment for kids, frozen treats, snacks, and more.

The festivities will take place July 25-30 at 1410 N. Main St. in Salinas. The grand opening is set for 11 a.m.-1 p.m. **Friday, July 29, with a ribbon cutting with the Salinas Chamber of Commerce set for 11:30 a.m.** The day will also feature a Ticketpalooza remote broadcast with 101.7-FM The Beach. Win tickets to the Santa Cruz Beach Boardwalk, Great America, Monterey Bay Aquarium, Roaring Camp Railroad and more. There will also be frozen treats from Rita's of Salinas and a popcorn buffet.

On Saturday, July 30, from 11 a.m.-2 p.m., the branch will offer entertainment for kids with Wheelie Mobilee from MY Museum, along with face painting, balloon animals, a magic show and more. There will also be a live remote with KLOK La Tricolor 99.5-FM with prizes and giveaways, assorted Italian ice flavors and soft pretzels.

In addition, the grand-opening week features several special offers:

- Get a free one-half pound bag of allU.S. coffee and a coffee mug when you open a Free Rewards Kasasa Checking Account.*
- Receive up to 2% off your current rate* when you refinance your current vehicle loan.
- Step inside the new branch to pick up a \$1 Free Sample and enter to win an Apple Watch, Amazon Echo or Boxanne wireless speaker.

Banking customers today seek technological innovation and convenience, but they also desire personalized customer service. Many banks are increasing technology while cutting back on personnel, all at the expense of personalized service.

That's where allU.S. Credit Union is positively different!

The new state-of-the-art branch provides members with a modern and exciting service experience and is designed with our member's needs in the forefront:

- Enhanced security
- Onsite ATM giving our members access to their accounts 24/7
- Expanded Parking Area
- Lounge area and coffee bar serving their our own private coffee blend
- Comfortable lobby and PCs to access member accounts
- Teller Pods which create an open, welcoming environment
- High-Tech, High Touch Options
- New Community Room with mobile device charging stations available to community groups and organizations to use as a meeting space.
- Large HD Video Wall highlighting products, services and member education
- Free coin machine for members

AllU.S. Credit Union offers the personalized service seen at traditional, not-for-profit credit unions while providing access to important financial products, technological innovations and more than 30,000 surcharge-free ATMs nationwide.

“AllU.S. Credit is a member-centric branch designed to deliver a high-tech, high-touch user experience,” said Chairman of the Board Wes Morril. “While our online and mobile banking platforms are popular with many members, in-person banking options are still important. We decided to design our new branch to offer members more choice

and convenience for their financial needs.”

The differences between allU.S. and large banks are clear. AllU.S. attracts members, or stakeholders, while banks recruit customers. AllU.S. is a not-for-profit, cooperative financial institution with benefits passed down to its members, while banks are corporatized, profit-first institutions with a declared goal of making money for company stockholders. In short, allU.S. Credit Union is positively different.

“At allU.S. Credit Union you are a member not a customer,” said Patrick Redo, CEO of allU.S. Credit Union. “We believe that when it comes to the way we serve and interact with our members, everything matters.”

AllU.S. Credit Union: positively unique, positively caring and positively essential for the financial well being of its members.

About allU.S. Credit Union

AllU.S., formerly Monterey County Employees Credit Union, was formed in 1950 to provide services to the employees of Monterey County and their families. Since then it has expanded its field of membership to include a select number of employer groups. It has now changed its name and currently serves thousands of members from the Salinas Valley to the Monterey Peninsula.

For more information about the new branch or the \$1.4 million contribution to the City of Salinas for the expansion of El Gabilan Library, contact allU.S. Credit Union at (831) 540-4627 or go to www.alluscu.com.

**Membership eligibility required. Offers are valid only the week of July 25-30, 2016. Must qualify for vehicle rate discount. Applied reductions will not lower the rate below the current floor rate of 2.49% Annual Percentage Rate (APR). Some restrictions may apply. Loans currently financed with allU.S. Credit Union are not eligible.*