



United Heritage
Credit Union

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NEWS RELEASE

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United Heritage CU Receives Seven Awards For Marketing Efforts *Awards Distributed at the 10th Annual Texas Lone Star Awards*

SOUTH PADRE ISLAND, Texas—(Oct. 19, 2005) The marketing department of United Heritage Credit Union received top honors at the 10th Annual Texas Lone Star Awards at the Texas Credit Union League's annual marketing conference in South Padre Island.

The Texas Lone Star Awards were open to any Texas credit union that completed the necessary entry forms and submitted samples of their work. The categories for the Lone Star Awards were: logos, brochures, direct mail/statement inserts, retail merchandising/point of sale, newsletters, annual report, plastic access cards, youth/senior marketing, complete campaigns, electronic marketing, website design, radio/TV advertising, print advertising, outdoor advertising, public relations, internal marketing, business/SEG development, special events, a miscellaneous category and best in show.

United Heritage received seven awards in five categories. United Heritage received first and second place in the brochure category, taking first place for their Life Event Brochures and second for their products and services brochure packet; first place in the website design category; award of merit in the retail merchandising/ branding category; and award of merit in the special events category for their re-brand and campaign kick-off event.

These awards stemmed from a recent re-brand that launched in March of this year. United Heritage was able to enter many different aspects of their new look into this competition with favorable results, providing further assurance that the re-brand has been a success.

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Community Involvement
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Additionally, United Heritage took first place in the public relations/ community involvement category, for their efforts in the United Heritage Fall Season of Giving, contributing to Junior Achievement, St. Louise House, Austin Children's Shelter and First Tee of Greater Austin, and participating in the 2004 Komen Austin Race for the Cure® among other events. The marketing department also received second place in the public relations/ community involvement category for their supply drive for soldiers in Iraq. Earlier this year following their re-brand, United Heritage took 15 cases of pens with the old logo, along with several donations from area business and supplies purchased with money raised by employees within the lending department, and sent them to service men and women over seas.

United Heritage was excited to participate in the Texas Lone Star Awards this year and is looking forward to participating again next year. All the entries for the Lone Star Awards were wonderful and the marketing department was honored to be chosen for the awards they received. For more information on the Texas Lone Star Awards, please call Jenny or Amanda.

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