



United Heritage
Credit Union

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NEWS RELEASE

FOR IMMEDIATE RELEASE

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United Heritage CU Lakeway Grand Opening a Success

AUSTIN, Texas (April 3, 2008)—United Heritage Credit Union held its grand opening celebration in honor of their new location in Lakeway, Texas. The ribbon cutting was held at noon on Monday, March 17, 2008, followed by the official opening of the new location. This marks the ninth location for the Credit Union with two more scheduled to open later this year.

Food days were held for two weeks with everything from donuts and muffins to sandwiches and hot dogs. Visitors were also treated to barbeque on Friday and Saturday from Rudy's Country Store and Barbeque as well as free giveaways from local radio stations that held remotes at the branch.

With all the free food, fun activities and United Heritage giveaways, the new Lakeway location maintained steady traffic with residents and members coming to checkout the much anticipated new location. The Lakeway staff was hard at work as well, opening 28 new accounts and completing 359 transactions in the first week. "Members have been asking for us to put a location out here for years so we are happy that we could finally fulfill that request," said Sebrina Verburgt, Senior Vice President Operations. "We are very excited about the response our new location is getting from the Lakeway residents with lobby and drive-thru traffic being steady since the time we opened."

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