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**Golden 1 Credit Union Ranked Third Among Financial Institutions Admired Most
by Customers Nationwide**

*Credit Union receives high ranks for strong emotional connection according to
new national report by American Banker*

Sacramento, Calif., Aug. 18, 2021 – Golden 1 Credit Union (Golden 1) today announced it has been named as one of the top three most admired financial firms in the country, per a report by American Banker and Monigle. The inaugural report surveyed consumers on the 50 leading national, regional, and community banks, credit unions, and online-only banks on a variety of elements key to humanizing the customer experience.

The survey evaluated digital and in-person interactions, evaluating customers' sense of belonging, participation in communities served, and commitment to ethical business practices.

“Golden 1 is proud to rank in the top three among national financial institutions that customers most admire and to be in the company of some of the most highly regarded financial institutions across the country,” said Donna Bland, Golden 1 President and CEO. “More than customers, our members are a part of something bigger and prove what it means to be Stronger Together. The financial well-being of our members, employees, and communities is at the heart of all we do, and it is an honor to be recognized as a leader in creating a connected, human experience for our members to support them in meeting their financial goals,” continued Bland.

The composite Humanizing Customer Experience (HCE) score was based entirely on customer ratings across the four customer experience dimensions including behavioral, intellectual, emotional, and sensorial. The maximum HCE score is 100. Golden 1 (HCE score 67) is third on the list, in the company of American First Credit Union (HCE score 69), ranking in second place and New York Community Bank (HCE score 75) at the top of the list. The average score was 40.

ABOUT GOLDEN 1 CREDIT UNION

With more than \$17 billion in assets, Golden 1 Credit Union is one of the largest credit unions in the United States and proudly serves all those who live or work in California. Golden 1 delivers financial solutions with value, convenience, and exceptional service to our members. As a dynamic and trusted leader, Golden 1 is committed to enhancing the financial well-being of Californians and their diverse communities. Golden 1 is over 1 million members strong and has over 1,900 employees. Visit www.golden1.com for more information.

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