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FOR IMMEDIATE RELEASE

Universal 1 Credit Union Named Diamond Awards Recipient Amid Record-Breaking Competition

Las Vegas – Universal 1 Credit Union (U1) was among 168 credit unions nationwide named as winners of prestigious Diamond Awards – the Marketing & Business Development Council's annual marketing excellence competition.

U1 received the following recognition: Website Redesign Diamond Award Winner

The Marketing & Business Development Council of America's Credit Unions also announced the list of all winners for its annual Diamond Awards, recognizing the best marketing campaigns in the credit union industry from the past year. Credit unions, advertising agencies, and associations submitted a record 1,451 submissions for the prestigious awards. In all, 168 organizations from 44 states and the District of Columbia were selected as winners.

"U1 is extremely proud of our marketing team for redesigning our U1 website with our members in mind" said Jessica Jones, U1 President/CEO. "We achieved our goal of making the website easy to navigate while enhancing our member experience."

"We are absolutely delighted to honor U1 and the other 167 winners with this level of recognition," said Lesli Bishop, Diamond Awards chair and Chief Marketing Officer at Family Savings Credit Union in Gadsden, Ala. "It's evident that these credit unions not only embody the spirit of the credit union movement but also propel it forward with their innovative approaches."

This year's Diamond Awards marked a milestone, celebrating 30 years of excellence in credit union marketing and setting a new record with over 350 awards distributed – underscoring the exceptional quality of marketing work being produced by credit unions nationwide.

We invite you to explore our revitalized identity on the U1 website [Universal 1 Credit Union](http://Universal1CreditUnion.com) (u1cu.org).

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About Universal 1 Credit Union

Universal 1 Credit Union (U1) is a not-for-profit financial institution that exists to create personal, community, and financial well-being. With over 50,000 members and more than 85 years of service, U1 has been serving members in the Dayton, Ohio area since 1937. U1 is headquartered in Dayton, Ohio, and has 9 locations throughout Southwest Ohio. U1's mission is to provide service 'Beyond What You Expected' and make sure members receive the professional guidance they need in handling their finances. Visit U1's website at www.u1cu.org for more information.

About America's Credit Unions

America's Credit Unions is the unified voice for not-for-profit credit unions and their more than 140 million members nationwide. America's Credit Unions provides strong advocacy, resources and services to protect, empower and advance credit unions and the people and communities they serve. For more information about America's Credit Union, visit AmericasCreditUnions.org.

About Councils:

Councils is a member-led, collaborative community of credit union leaders providing vibrant peer interaction, new ideas and innovation to foster professional development for executives while advocating for the overall success of the credit union movement. There are eight Councils with a network of more than 8,500 credit union professionals. For more information, visit cunacouncils.org.