



Kent Credit Union
We Make Banking Better.

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FOR IMMEDIATE RELEASE

KENT CREDIT UNION DEBUTS NEW BRAND LOGO AND WEB SITE

Kent, Ohio – (March 2, 2009) – Kent Credit Union today debuted a new logo, tagline and Web site at www.kentcu.com as part of continuing efforts to increase service to its 6,400 members in Portage County.

For 45 years, Kent Credit Union has been known for its attentive personal service and honest financial counsel. The new logo, featuring the letter ‘K’ formed from a tree and two leaves, represents the community’s heritage as “Tree City” and symbolizes stability and growth for the credit union and its members – both financially and in a holistic way. The new tagline — “**We Make Banking Better.**” — differentiates not-for-profit Kent Credit Union from other financial institutions, and highlights its enduring commitment to serve all members with honesty and compassion.

“The brand and Web site is a natural extension of our commitment to increase the convenience and quality of our services,” said CEO Joseph D. Crawfis. “Our name and our people remain the same, and we now have a fresh new look that aligns with our roots as the original credit union in Portage County.”

The credit union, founded in 1964, serves anyone who lives, works, worships or attends school in Portage County and operates branches in Kent, Ravenna and Streetsboro. Its membership includes Kent State University students, faculty and staff.

Kent Credit Union is owned by its 6,400 members and governed by a volunteer board of directors who were democratically elected by its membership.

“Especially in today’s economy, Kent Credit Union is committed to helping our members increase wealth, but also grow their quality of life through the services that we can provide,” Crawfis said. “Mortgages, auto loans, student loans, checking and savings are the tools that we use to help our members enrich not just their accounts, but their lives. We really believe that we exist to be an honest and dependable financial partner.”

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The redesigned Web site features the new brand and allows members to find the most important information quickly. Online banking, the credit union's best rates and contact information are now displayed prominently on the home page. The community will begin to see the new brand displayed in the credit union's branches and communications over the next few months.

Kent Credit Union worked with Riding Tigers Communications of Columbus, Ohio, to create the new brand and Web site.

Kent Credit Union is a cooperative not-for-profit financial institution that is owned by its members. Funds on deposit are insured by the National Credit Union Administration, an agency of the United States Government, up to \$250,000 per account. Because Kent Credit Union has members instead of stockholders, all earnings are returned to the membership through better rates and new services.

Information about membership in Kent Credit Union is available by calling the credit union at 330.678.2274.

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Kent Credit Union, with branches in Kent, Ravenna, and Streetsboro, Ohio, has \$37 million in assets and 6,400 members. Anyone who lives, works, worships or attends school in Portage County, Ohio, is eligible for membership. Kent Credit Union is a not-for-profit cooperative financial institution.

Attachment: New logo for Kent Credit Union



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