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FOR IMMEDIATE RELEASE

UW Credit Union Opens New Branch in Madison

December 12, 2011 – Madison, WI – UW Credit Union's branch at 3750 University Avenue in Madison is now open. This new location features the branch and Investment Services offices that were relocated from their 3500 University Avenue building. Their corporate offices are remaining at the 3500 building. To accommodate the relocation, the interior of the new space was remodeled to add private office space, ATMs and safe deposit boxes. Drive-up lanes were also added to the rear of the building.

"Since 1995, our membership has grown from 69,000 to over 161,000, averaging about 13,000 new members per year." said Brad McClain, Executive Vice President and Chief Financial Officer for UW Credit Union. "We needed to expand the space available for member service at our central branch location. This remodel allows us to give our corporate office and branch services room for growth while maintaining convenience."

In addition to membership growth, UW Credit Union has increased its workforce to keep up with the needs of the membership. This move will provide for additional employee workspaces and parking for future growth at the corporate office.

"By relocating our retail branch services to the new building, we will accommodate space needs created by growth and make it possible for our corporate office to serve our needs for many more years," said Paul Kundert, President and CEO of UW Credit Union. "We continually seek opportunities to expand our services, offer convenience to existing members and welcome new members to the credit union."

About UW Credit Union

UW Credit Union is a growing, federally insured financial institution and a leading provider of a full range of financial services to University of Wisconsin communities. UW Credit Union's 384 employees serve the financial needs of more than 161,000 members through world-class technology systems, and through a convenient network of 19 branch locations and 95 ATMs. With assets totaling more than $1 billion, UW Credit Union is ranked nationally among the leading credit unions. Founded 80 years ago by members of the University of Wisconsin community, UW Credit Union continues to operate as a not-for-profit, member-owned financial cooperative with locations in the Madison, Milwaukee, Stevens Point, Green Bay, Oshkosh and Whitewater areas. Visit UW Credit Union at uwcu.org to learn more.