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FOR IMMEDIATE RELEASE

UW Credit Union Opening Branch in West Allis, Wisconsin

January 23, 2012 – UW Credit Union today announced it had reached a definitive agreement to open a new branch at 2525 South 108th Street in West Allis, Wisconsin. The property will become UW Credit Union's fifth branch location in Milwaukee, and the 21st branch location in Wisconsin. The credit union reached terms on a capital land lease and expects to raze the former Blockbuster building and construct a new branch facility.

"The vast majority of our membership looks to us as their primary financial institution, and the new West Allis location will provide our more than 19,000 members and University of Wisconsin alumni living in the area with added convenience," said President and CEO Paul Kundert. "It will also allow residents of the community and those who work in the area the opportunity to take advantage of the financial services we offer."

UW Credit Union expects to open the West Allis branch in October 2012, pending regulatory and municipal approvals. The full-service branch will include drive-up service and surcharge-free ATMs. The credit union provides consumer financial services products including checking, all types of consumer loans, as well as mortgage lending products.

"Our members are asking us to expand our presence in the Milwaukee area," said Kundert. "Our strong balance sheet enables us to expand our services and offer convenience to existing members—and to welcome new members to the credit union."

UW Credit Union welcomed nearly 23,000 new members in 2011 to the credit union, and will be opening its fourth Milwaukee branch on April 16, 2012, at 21215 East Moreland Boulevard in Waukesha, Wisconsin. Additional UW Credit Union Milwaukee branches are located in Glendale, Wauwatosa and on the UW-Milwaukee campus.

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.