



**SOUTH CAROLINA
FEDERAL**
CREDIT UNION

Press Release
FOR IMMEDIATE RELEASE

Lights, Camera, Lands' End: South Carolina Federal Employees to Star in New Advertising and Catalog Campaign

NORTH CHARLESTON, S.C. (February 28, 2007) – It's not every day that a major apparel company conducts a fashion photo shoot using credit union employees as models, but that's exactly what's happening this week at South Carolina Federal Credit Union, the state's largest credit union.

Lands' End Business Outfitters, one of the world's leading uniform apparel companies, will feature 12 South Carolina Federal employees and their stylish "BrandWear" in an upcoming advertising and catalog campaign. South Carolina Federal employees will receive star treatment -- including pampered attention from hair and make-up professionals-- for the multi-day, on-location shoot.

Lands' End Business Outfitters selected South Carolina Federal for the photo shoot due to the successful outfitting of its employees in corporate headquarters and across 23 branch locations. The credit union provided employees with over a dozen selections in "South Carolina Federal Blue" to reflect their individual preferences, with a wide range of polo shirts, cardigans, button-down shirts, and sweaters. The photos will be featured in the new Lands' End Business Outfitters uniform guide.

Employees began wearing the new BrandWear in fall 2006 as part of South Carolina Federal's major re-branding initiative focused around the theme "Life Simplified." Employees' BrandWear extends the new brand identity, which includes a more convenient member experience and simple-to-use self-service areas.

"We're tremendously proud that a world-class apparel company has chosen to showcase the dedicated employees of South Carolina Federal in this unique way," said Scott Woods, president and CEO of South Carolina Federal. "When we originally conceived of all employees wearing BrandWear, we wanted to create an attractive, unified look, without looking like a uniform. Now, when members interact with our employees, they are welcomed by a fresh, simplified look, which complements the services they receive. BrandWear has been a huge hit inside and outside our company."

About South Carolina Federal

South Carolina Federal Credit Union, headquartered in North Charleston, is one of the 100 largest credit unions in the United States. More than 140,000 members own and belong to the nonprofit financial cooperative, which has over \$1 billion in assets. South Carolina Federal is a community-chartered credit union. Anyone who lives, works, worships or attends school in Dorchester, Berkeley, Charleston, Orangeburg, Clarendon, Calhoun or Georgetown counties, and most of the Columbia area, is eligible to join. South Carolina Federal has 23 branches and more than 60 ATMs throughout Charleston, Columbia, Georgetown, Orangeburg, St. Matthews and Manning. More information about South Carolina Federal can be found at scfederal.org.

About Lands' End Business Outfitters

Lands' End Business Outfitters designs unique uniform programs that offer employees individual choices and helps build the brands of companies of all sizes, including hundreds of Fortune 1000 companies. All Lands' End merchandise is Guaranteed. Period.® For more information visit www.landsend.com/business or call 1-800-587-1541.

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