



SOUTH CAROLINA
FEDERAL
CREDIT UNION

PRESS RELEASE

For immediate release

Credit Union Extends Spokesperson Search **South Carolina Federal Credit Union launched** **Young & FreeSM South Carolina to engage 18-25-year-olds**

(N. CHARLESTON, S.C.) – Feb. 27, 2009 – Inspired by the quality of 20 current applicants for its social networking dream job, South Carolina Federal Credit Union will extend its search for the ideal Gen Y spokesperson for another two weeks.

The search for the credit union's Young & Free South Carolina spokesperson now officially ends Friday, March 13.

"The applicants so far have exceeded our expectations," said Beth Jaskiewicz, senior vice president of marketing at South Carolina Federal. "It will be tough to narrow down these candidates. We'll be reviewing their application videos and blog posts closely during this time to determine who our finalists should be."

"In the meantime," Jaskiewicz added, "we recognize the caliber of talent out there and want more qualified applicants to have a shot at the job. If you're the perfect Young & Free South Carolina spokesperson but haven't put your application together yet, now's your chance!"

Interested 18-25-year-olds can enter South Carolina Federal's spokesperson search by visiting YoungFreeSC.com. Applicants are required to upload a 60-second video to YouTube, create a blog post and submit personal information.

South Carolina Federal will narrow its Young & Free South Carolina applicants to three finalists. From March 23-April 3, the public can vote at YoungFreeSC.com to select the credit union's winning Young & Free South Carolina spokesperson.

The winning spokesperson will become a salaried employee of South Carolina Federal for one year. Serving as the Young & Free South Carolina ambassador to the 18-25-year-old crowd will include participation at events and regular creation of video and blogs to keep content current on YoungFreeSC.com.

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 155,000 members own and belong to the not-for-profit financial cooperative, which has over \$1.4 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 80 ATMs throughout Charleston, Columbia, Georgetown, Orangeburg, St. Matthews and Manning. In 2008, South Carolina Federal for the second consecutive year was voted one of the Best Places to Work in the state. More information about South Carolina Federal can be found at scfederal.org.

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