



SOUTH CAROLINA
FEDERAL
CREDIT UNION

PRESS RELEASE

For immediate release

Credit Union Merits Creative, Industry Awards

(N. CHARLESTON, S.C.) – Jan. 17, 2008 -- South Carolina Federal Credit Union and creative partner Creaxion received a Silver International Davey Award for the credit union's "Member Experience" training video. The Davey is judged and overseen by the International Academy of Visual Arts and underwritten by The Creative Group and Adweek Media.

South Carolina Federal also received two statewide industry awards from the South Carolina Credit Union League: First Place - Dora Maxwell Award for Social Responsibility for its 2006 Holiday Shoe Drive, and Honorable Mention – Louise Herring Award for Philosophy in Action for its 2006 fourth quarter checking promotion.

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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 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 70 ATMs throughout Charleston, Columbia, Georgetown, Orangeburg, St. Matthews and Manning. In 2007, South Carolina Federal 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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