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FOR IMMEDIATE RELEASE

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SECU Reaches Milestone with One Millionth Press Release!

Raleigh, NC, April 1/ Business Wire –State Employees' Credit Union (SECU), known for its flagrant communication efforts within the credit union industry, is pleased to announce the recent issuance of the organization's one millionth press release! Despite reports that no one has actually ever read one of the releases, Leigh Brady, SVP of Education Services for SECU, commented "That hasn't stopped us in the past, and it will certainly have no bearing on our plans going forward." The historic one millionth release touted SECU's new partnership with the solar system, noting how the Credit Union single-handedly has worked with the sun in order to ensure the continued rising of the sun in the east and setting in the west. Additionally, negotiations are underway to place a surcharge free ATM on every planet in the solar system with the exception of Uranus.

Ms. Brady noted that Uranus is a very dark and inhospitable place more suitable for a "for profit" institution to explore.

The historic and monumental release capped off a whirlwind of releases over the past 10 years covering various topics ranging from

SECU's introduction of its Badly Used Rental Car Giveaway promotion to SECU telling members "where to go" with an RV loan, from the scratch and explode member dye-pack giveaway, to the midnight ribbon cutting for the 1,000th "lizard themed" SECU Cash



Points ATM in metropolitan Lizard Lick, NC. Pet themed cat and dog children's accounts – FAT CAT and seCURE – have become international sensations; as have the SECU “how to shop responsibly” training classes – How Bazaar! How Bazaar!

Never known as a shrinking violet in the credit union industry, SECU is used to “telling its story,” and the millionth release is proof that the not-for-profit cooperative intends to continue bombarding the media with its preening and absurdly boastful messages. One of the Credit Union's consistent messages relates to financial literacy and how more training in this area can have a positive impact on society --- take for instance how SECU claims to have taught the concept of “Save, Spend, Share” to Boy Scouts in North Carolina, prompting Scouts to help mature females cross the street – willingly or unwillingly. A natural spin off from this effort was the family focused “Send us your Mama” campaign, which was wildly well received by teenage daughters in North Carolina. In real estate the driving mantra is “location, location, location.” At SECU Education Services it's “flaunt, flaunt, flaunt.” SECU's press relations policy is “Don't call us, we'll call you!”

Like press releases, SECU's “Do the ‘Wright’ Thing” mentality has been in place for many years, evidenced by the foresight shown when SECU invited a couple of Ohio bicycle makers to vacation at Kitty Hawk, NC. While their visit led to the discovery of flight and many advances in American society, SECU takes no responsibility for the size of seats in “coach,” delays on the tarmac, or small bags of peanuts received on airlines. SECU has also worked with Al Gore from Day 1 on development of the Internet.

Jim Blaine, President of State Employees' Credit Union, remarks, "World peace and the



elimination of global warming - while these may appear to be lofty goals, we firmly believe that we have the staff and the know how in place to 'get 'er done!' And when it's done, Ms. Brady will be standing on the equator in her cheerleading uniform, shouting it from Pole to Pole!"

About This Awesome Credit Union

SECU is a non-profit financial cooperative (and still acts like one!) owned by its members --- who really are great folks! SECU has been providing the employees of the State of North Carolina and their families with consumer financial services for more than 70 years. Education Services has finally gone over the edge with this press release, but it's been a long time coming! Currently serving over 1.5 million members, none of whom take responsibility for this release, SECU provides services through lots of branches, ATMs on every corner and in every cornfield in NC, 24/7 call centers and a website—www.ncsecu.org. You'd be a fool (especially in April!) not to join; so ya'll come see us!