



For more information:

Greg Davis

Ascend FCU Public Relations Coordinator

1-931-454-1117 or 1-800-342-3086 ext.1117

gdavis@ascendfcu.org

March 4, 2009

ASCEND FEDERAL CREDIT UNION BREAKS GROUND FOR NEW FINANCIAL CENTER

Ascend Federal Credit Union has broken ground on a new financial center in Shelbyville.

Located at 1900 N. Main St., this facility will replace Ascend's current financial center located at 1309 Madison St.

"Members have been asking for a more convenient Shelbyville location for some time," Ascend President and CEO Caren Gabriel said. "This new fully-branded financial center will be located in front of Wal-Mart on US Highway 231. This facility will be instantly recognizable as an Ascend financial center, and it will be something our Shelbyville members will be proud to call their own."

The new, more spacious facility will feature biometric identification in the safe deposit box area, an Internet kiosk where members can register for E-BRANCH, an area where children can play while their parents speak with a Member Service Representative, a refreshment area, and plasma screens with the latest certificate rates and special promotions.

Ascend Federal Credit Union is a full-service financial institution with 16 locations in Middle Tennessee. Federally insured by the NCUA, membership is limited.

###