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March 10, 2010

ASCEND FEDERAL CREDIT UNION OPENS NEW SHELBYVILLE FACILITY

Ascend Federal Credit Union proudly announces the opening of a new Shelbyville financial center.

The facility, located at 1900 N. Main St., replaces Ascend's financial center at 1309 Madison St.

"To say this new financial center is an improvement over our previous facility is an understatement," Ascend President and CEO Caren Gabriel said. "Inside and out, this beautiful new facility is instantly recognizable as belonging to Ascend."

One of the first things members will notice inside the new financial center is the absence of a teller line. Gabriel said the new teller "pods" allow for member interaction without barriers.

"Our brand promise is to help members recognize and raise their possibilities," she said. "That's tough to do when there's something between you and the person you're trying to help. This financial center enables us to assist members in ways we simply couldn't at our old facility."

One of those ways involves how members access their safe deposit boxes. Ascend has installed a machine that scans a member's handprint and grants him entry into the safe deposit box area.

Other features of the new financial center include an Internet kiosk for members to access their credit union account online; a kid's center; a refreshment center; and plasma screens displaying the latest credit union specials.

The new financial center also features new hours. The lobby is open 9 a.m. to 6 p.m. Monday through Friday and 8 a.m. to noon Saturday. The drive-up is open 8 a.m. to 6 p.m. Monday through Thursday, 7:30 a.m. to 6 p.m. Friday, and 8 a.m. to noon Saturday.

Ascend Federal Credit Union is a full-service financial institution with 15 locations in Middle Tennessee. Federally insured by the NCUA, membership is limited.

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