



For more information:

Greg Davis

Ascend FCU Public Relations Coordinator

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

gdavis@ascendfcu.org

May 21, 2008

ASCEND FEDERAL CREDIT UNION HOLDS GRAND OPENING FOR COLUMBIA FINANCIAL CENTER

A new era of financial service began for residents of Maury County on May 21.

That's when Ascend Federal Credit Union held the grand opening of its new financial center located at 981 W. James Campbell Blvd. in Columbia. This new financial center replaces Ascend's facility located at 1011 S. Main St.

"We had great expectations when we merged with Maury Progressive Credit Union three years ago," Ascend President and CEO Caren Gabriel said. "We saw a tremendous opportunity to bring a wider variety of credit union products and services to this county. I believe we have accomplished that, and with the opening of this new facility, we are showing our Columbia, Mt. Pleasant, Chapel Hill and Spring Hill members our full commitment to helping them recognize and raise their possibilities."

Ascend Board of Directors Chairman Randal Braker said the philosophical differences in the way the credit union conducts business underlie all the stunning visual differences of the new facility.

"The lack of traditional teller lines means there are no barriers between members and tellers," he said. "The availability of media screens and an Internet kiosk enables us to offer members alternatives in the way they interact with their credit union. Having a refreshment center and kid's center shows that we are focused on more than just the transaction. We want members to have a positive experience when they visit Ascend."

Columbia Supervisor Misty Beard said she and her team are excited about the extra room they will have to serve members.

"Along with our beautiful and spacious new lobby, we have four Member Rooms and three teller pods to better serve members," she said. "Members can enjoy quicker access to their safe deposit box with our new biometric scanners. Plus, we now have Saturday hours of 8 a.m. to noon in both the lobby and the drive-up. We are very excited to be the financial resource for Maury countians, and I invite everyone to visit our wonderful new facility."

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

###