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April 2, 2008

ASCEND FEDERAL CREDIT UNION HOLDS GRAND OPENING FOR LEWISBURG FINANCIAL CENTER

A new era of financial service began for residents of Lewisburg and Marshall County on April 2.

That's when Ascend Federal Credit Union held the grand opening of its new financial center located at 1372 Rock Crusher Road in Lewisburg. This new financial center replaces the facility located at 826 W. Commerce St.

"We have been serving members in Marshall County for 15 years," Ascend President and CEO Caren Gabriel said during the grand opening ceremony. "This beautiful new financial center gives us the opportunity to serve existing members with an even higher level of service and introduce Ascend's philosophy to potential members."

Ascend Board of Directors Chairman Randal Braker explained exactly what that philosophy is.

"Take a look around," he said. "You will notice there are no barriers between members and tellers. This design allows for closer, more personal interaction with our members. And that interaction is key to helping us more accurately match our products and services to what each individual member wants or needs."

Braker said the state-of-the-art facility represents the new look of Ascend, providing a consistent image and helping set Ascend apart from its competitors.

"When you travel throughout our Middle Tennessee service area, we want you to be able to recognize an Ascend financial center," he said. "We want to be the financial institution that Marshall countians turn to for their financial needs, and this new financial center will be key in making that happen."

Lewisburg Manager Annette Trout said she and her team are very eager to begin serving members from their spacious new surroundings.

"When you walk into the Lewisburg financial center, we'll greet you and ask you how we may be of service," she said. "We have a refreshment area where members can get coffee or tea before they speak with a Member Service Representative. We have an area where children can play while we assist their parents. And we have an Internet kiosk where members can register for online account access. We are different from other financial institutions, and we believe members will appreciate the difference."

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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