

FOR IMMEDIATE RELEASE

Credit Unions Jump-Start Savings with \$100,000 Grand Prize

- Credit unions find that 55 percent of people don't regularly save

- Save to Win offered at 29 Michigan credit unions

-Through April 30, 2010 more than 10,000 Michigan credit union members had opened accounts and saved more than \$7 million!

-Alpena Alcona Area Credit Union Brings the Save to Win Program to Northeast Michigan

Alpena, Michigan, June 4th, 2010—Over the past few years, consumers have seen the reality of what can happen if you don't take hold of your finances. The economic downturn has put great emphasis on personal financial education and the benefits of saving. Alpena Alcona Area Credit Union is one of 29 Michigan credit unions offering the innovative Save to Win program that gives members an exciting reason to save—a grand prize of \$100,000—and teaches members how regular deposits can put them on the path toward building wealth.

Here's how Save to Win works: Members open a one-year share certificate with an initial deposit of at least \$25. Then, every time they deposit \$25 they earn another entry into the monthly and grand prize drawings. At the end of every month, prizes totaling \$4,000 will be awarded to Save to Win accountholders who continue to save. The prize entries will also be entered into the grand prize drawing of \$100,000, to be awarded in January 2011. In addition to the prizes awarded by the Save to Win program, Alpena Alcona Area will be giving away \$300 worth of monthly prizes to their Save to Win entrants.

"Alpena Alcona Area Credit Union is excited to offer this innovative program to our members," said Donald J. Mills, President and CEO of Alpena Alcona Area Credit. "At AAACU, we are committed to helping our members begin to save money and work their way out of debt. Save to Win gives a good incentive to learn the value of saving and how just a little each month can add up. Every \$25 added to the Save to Win certificate equals another entry in the drawings—up to 10 entries per month. But unlike other games of chance, everybody wins with Save to Win—members not only get a chance at winning \$100,000 and other prizes, but they walk away with the deposits they have made over the year—plus interest. It's a definite win-win situation!"

Research from the pilot year of Save to Win shows that the product is helping people save. About 27% of Save to Win accountholders reported having \$2,000 or less in financial assets prior to opening the Save to Win account, and 60% said they regularly spent money on the lottery or gambling.

To see the official rules of the Save to Win product, go to www.michigansavingsraffle.org.

Alpena Alcona Area Credit Union serves members primarily in Alpena, Alcona, Montmorency, and Iosco counties with 8 locations—a main office located in Alpena, with branch offices in Ossineke, Lincoln, Atlanta, a Tiger Branch in Alcona Community Schools, Oscoda and Tawas offices, and an additional branch in Alpena. As of April 30th, 2010, Alpena Alcona Area Credit Union provides service to 26,936 members and has total assets equal to \$245,385,021.

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