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Credit Union 24 Welcomes Mid-Hudson Valley FCU to Credit Union-Owned Network

TALLAHASSEE, Fla. – August 12, 2009 – Credit Union 24, the country’s largest credit union-owned ATM and point-of-sale (POS) network, announced today that Mid-Hudson Valley Federal Credit Union has joined its network.

“Our credit union is focusing its branding philosophy on emphasizing the use of technology as a cornerstone method to improve the member service experience,” said William Spearman, President and CEO of Mid-Hudson Valley FCU. “Credit Union 24 is consistent with the customer experience enhancements that are currently being developed for our Web site, and the network will help us deliver a level of service that reinforces our branding effort. Furthermore, the fee-free ATM and POS access that the Credit Union 24 network provides considerably increases the value our members receive from our institution.”

Mid-Hudson Valley FCU, headquartered in Kingston, N.Y., has more than \$635 million in assets and serves more than 55,000 members from Ulster, Dutchess and Orange counties. Its Web site is currently being redesigned and will launch in Q4 2009, providing even greater financial access and management for members’ accounts. The credit union also provides uGenius Personal Teller machines, which offer 24/7 account access and teller interaction.

The credit union is constantly developing promotions and special offers for its members, including deferred payment on auto loans, cash incentives to open checking accounts, and calendar photo contests with cash prizes.

“Mid-Hudson Valley FCU exemplifies a highly successful credit union that meets its members’ needs and is always looking for ways to improve the benefits its members receive,” said Jim Park, president and CEO of Credit Union 24. “Joining our credit union-owned network compliments the variety of services that Mid-Hudson Valley FCU currently offers and its technological endeavors, enabling it to offer its members a whole new level of nationwide fee-free financial accessibility and management.”

About Credit Union 24, Inc.

Credit Union 24 is a flexible, member-owned, full-service, deposit-taking ATM and POS network with multiple processor links, hundreds of thousands of POS locations at national retailers and local merchants, and more than 100,000 ATM terminals across the country. Credit Union 24’s CU HERE surcharge-free programs combine to create the largest surcharge-free ATM presence in the country. Headquartered in Tallahassee, Fla., the Credit Union 24[®] Network is a strong, growing and independent EFT cooperative and is the largest credit union-owned ATM and POS network in the U.S. For more information about Credit Union 24, please visit www.cu24.com.