

For Immediate Release

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World-Class Service = Credit Union of Southern California (CU SoCal)

Brea, Calif., February 29, 2008 – In 2007, Credit Union of Southern California (CU SoCal) received an exceptional Member Satisfaction Score of an exceptional 97% and a Member Loyalty/Net Promoter Score (NPS) of 87%. CU SoCal exceeded their 2006 Member Satisfaction Score of 94.4% which indicates that Members are very satisfied with CU SoCal's service. The Member Loyalty/Net Promoter Score was added in mid-2006. This score indicates how likely our Members will recommend CU SoCal to their family members, friends and co-workers.

"CU SoCal's service standards exemplify our testament to provide our Member-Owners with the highest level of personal service possible," CU SoCal's CEO/President, Dave Gunderson, mentions, "We measure results in a number of ways to ensure that we're on target with our goals and meeting Members' needs."

"Consistently delivering World-Class service from the heart and genuinely making a difference for our Member-Owners is a way of life for CU SoCal. We are very proud of the entire team's efforts and hard work during the year to uphold our mission, vision and values. It's through their ongoing commitment, dedication and support that we were able to achieve our Member Service Satisfaction and Loyalty goals in 2007. Our team truly did an outstanding job throughout the year," Ismael Munoz, Vice President of Service and Development states.

About Credit Union of Southern California (CU SoCal)

With over \$500 million in assets, CU SoCal is ranked the 19th largest credit union in Los Angeles County. Founded in 1954, CU SoCal is dedicated to providing its more than 43,000 Member-Owners with World-Class service, competitive products, and convenience. Membership is available to those who live, work, attend school, or worship in Orange County, San Gabriel Valley and the cities in between. Visit www.CUSoCal.org or call 866 CU SoCal for more information.

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