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## PRESS RELEASE

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### CITY OF SAN DIEGO AND LOCAL CREDIT UNION JOIN FORCES

#### *New Partnership Between The City of San Diego and San Diego Metropolitan Credit Union To Better Serve City Employees*

**SAN DIEGO, January 2, 2006:** The City of San Diego and San Diego Metropolitan Credit Union are pleased to announce a new corporate partnership. Under the agreement, San Diego Metropolitan Credit Union will be the exclusive credit union to offer financial services to City of San Diego employees, and is designated the “Official Credit Union” of the City of San Diego. The partnership is in force for a five year time period with a potential value of \$500,000 to the City’s General Fund.

As part of the arrangement with the City of San Diego, SDMCU will provide City employees, retirees, and their families with several exclusive financial offers, and special programs such as on-going educational workshops regarding consumer financial issues. Workshop topics include, but aren’t limited to, budgeting basics, identity theft, purchasing a home, maintaining and improving credit scores, and investing basics.

In addition to new programs under development, SDMCU began offering a special loan program for new Police Department recruits and tenured officers during 2006. This program offers the Police Department pre-qualified loans with minimal underwriting for out-of-pocket and/or upgraded equipment purchases. In addition, SDMCU currently processes electronic payroll funds for the Department of Finance and has placed several ATMs on City property to make banking easier.

The opportunity arose out of the City’s Corporate Partnership Program (CPP), which seeks opportunities for the City to generate revenue and in-kind resources from partnerships with the corporate community in order to enhance municipal services and facilities in the City. To date, the CPP has generated almost \$11 million in new resources through official corporate partnerships.

Serving the City of San Diego employees has always been a primary focus of SDCMU’s marketing and outreach efforts. Discussions and meetings between SDMCU and the City of San Diego will continue throughout the partnership as both groups work toward discovering new ways they can service City employees through other concerted efforts.

#### **About San Diego Metropolitan Credit Union**

SDMCU has been serving City employees since 1934 when it was formed by a group of Municipal Employee Association members working for the City of San Diego.

*San Diego Metropolitan Credit Union (SDMCU) is committed to its community and members and provides services to families and individuals to manage their personal finances. SDMCU has been in business since 1934 and serves over 20,000 members. SDMCU’s corporate headquarters are located in San Diego and information about SDMCU is available on the worldwide web at [www.sdmcu.org](http://www.sdmcu.org).*

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