

NEWS RELEASE

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For Further Information Contact:
Marvin Garland — (850) 576-8171
or 1-800-342-1266
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FCUL Service Group, Inc. Takes Home Silver in The 2006 ADDY Awards

(Tallahassee, FL) - The FCUL Service Group, Inc. received two silver awards competing in the 2006 ADDY Award, highlighting 2005 marketing efforts on several products and services directly targeted to Florida credit unions.

“It’s exciting to be recognized for having a marketing department that promotes all products and services in a relevant, creative manner. This is a great accomplishment for our marketing department,” stated Marvin Garland, Chief Operating Officer.

The ADDY Awards are the nation’s largest advertising competition. Work is entered in the ADDY competition on the local level through more than 210 local Advertising Federations nationwide. More than 214 entries were received for the local competition.

The FCUL Service Group was recognized for its 2005 FCUL Annual Convention & Exposition Pop-Up Card and for its direct mail piece done on behalf of KNOWMORE, the Education Department for the Florida Credit Union League, “Coaching in Today’s Sales & Service Branch.”



The Addy Awards honor excellence in advertising and cultivate the highest creative standards in the industry. The three-tiered competition begins locally then proceeds to district competition, and finally, the national competition. All entries winning a silver or gold will proceed to the district competition. Categories include print, public service, broadcast, and multimedia. Proceeds from the ADDYs support the Greater Tallahassee Advertising Federation year-round in areas such as educational scholarships, public services, and advertising program initiatives. Additional winners included: Cade & Associates Advertising, ThinkCreative, transplant, The Midnight Group, Moore Consulting Group, and more.



(The FCUL Service Group, Inc. is a wholly owned subsidiary of the Florida Credit Union League. The mission of the FCUL Service Group, Inc. is to develop, market, and provide proven business solutions to credit unions in and out of Florida. From adding new products to improving existing products, FCUL Service Group, Inc. is committed to developing and providing the most cost-effective and cutting-edge products and support services that benefit credit unions and position them to be competitive in today’s fluid market.)

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