

# NEWS RELEASE

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## FCUL Service Group, Inc. Takes Home Gold in Service Industry Advertising Awards

(Tallahassee, FL) - The FCUL Service Group, Inc. received first place for the HRx Organizational Assessment Brochure in the Total Advertising Campaign category at the Third Annual Service Industry Advertising Awards. "The Service Group marketing department diligently works to promote 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 Service Industry Advertising Award is the only advertising award program that recognizes the achievements of the service industry. More than 1,500 entries were received from all 50 states and four foreign countries. A national panel of judges evaluated and rated each entry in 10 groups and 25 categories – reviewing each entry for execution, style, creativity, quality, consumer appeal, and overall break-through advertising content. The judges awarded 201 Gold Awards, 156 Silver Awards, as well as 119 Bronze Awards. Additional winners included: MGM Grand Hotel, Six Flags, Verizon Wireless, Marriott International, Fifth Third Bank, Navy Federal Credit Union (Virginia), Sea World, and more. A listing of all winners can be reviewed at [www.siaawards.com](http://www.siaawards.com).



*(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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