

NEWS RELEASE

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November 15, 2005



FCUL Wins First Place in IAEM's 2005 Art of Show Competition

(Tallahassee, FL) – The Florida Credit Union League won First Place recognition for Brand Design Development for the 71st Annual Convention & Exposition in the IAEM's 2005 Art of the Show Competition. The IAEM is the International Association for Exhibition Management. This association was created in 1928 as the National Association of Exposition Managers to represent the interests of tradeshow and exposition managers, the International Association for Exhibition Management is today the premier association for all individuals with business interests in the exhibition industry.

The tagline for the 71st Annual Convention and Exposition was centered on a circus theme: Under the Big Top: Your Credit Union, Your League, and You. The brand strategy for this event focused on the three entities working together toward one common goal, credit union success. "We work hard to keep our brand consistent and relevant, and this is a great accomplishment for the Florida Credit Union League and the marketing department," stated Marvin Garland, Chief Operating Officer.

Past winners have been Marketing Design Group, Optical Society of America (OSA), National Middle School Association, Charlotte Convention Center, American Library Association, and Specialty Equipment Market Association (SEMA).



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