



NEWS RELEASE

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SPACE COAST CREDIT UNION LAUNCHES PINK CHARITABLE CREDIT AND DEBIT CARD TO BENEFIT FLORIDA BREAST CANCER COALITION RESEARCH FOUNDATION

Credit union member transactions include cash rewards for non-profit

Melbourne, FL – May 11, 2009 - Space Coast Credit Union (SCCU), a state-chartered credit union headquartered in Melbourne, Florida that serves 160,000 members holding assets of more than \$1.6 billion, has expanded its card product lines with the addition of Pink Platinum Visa[®] credit and Pink Visa[®] debit cards that offer a donation option to benefit the Florida Breast Cancer Coalition Research Foundation (FBCCRF). Additionally, SCCU has donated \$1,000 to FBCCRF to kick-off the official launch of the campaign and to help the non-profit with its myriad of programs and services for research and awareness campaigns in the state of Florida.

According to Teresa Farnsworth, SCCU vice president of card services and operations, members can earn rewards on pink debit and credit cards through the credit union's Scorecard Rewards program. 50 percent of points earned each month on the cards will be converted to cash for the Foundation. "We are responding to member interest in supporting breast cancer awareness and survivor programs in the neighborhoods we serve and throughout the state," said Farnsworth. "This is an important community service initiative for SCCU. Member support and the power of our collective voice make it possible to contribute to a worthy cause," she said.

"Through the month of May and June, the credit union's 32 branch locations will feature pink decorations along with brochures, posters and banners to promote the cards and how members can donate through their purchases," Farnsworth said. "Our employees and members are already responding positively to the charitable pink card program. Plus, the branch locations are piquing a lot of interest with the pink décor and the caring statement we're making to all who pass by our buildings," said Laura Lee, SCCU quality analyst. "We are very proud to work for a company that takes such great efforts to make a difference in the community," she said.

To encourage members to take advantage of the new program, the credit union is offering an introductory balance transfer rate of 5.99% APR to all new SCCU credit card holders, good for the first six billing cycles. The new card is available to existing SCCU members and prospective members alike. "We're offering the low rate to benefit cardholders who transfer balances from other lenders' cards and for those that use the card during the introductory period," said Farnsworth. "This new program could add up to a substantial monthly contribution to the Foundation and we're glad to have our members be new partners with the non-profit for fundraising purposes." For more information about the charitable card program, contact SCCU at 321.752.2222, option 5 or visit the website at www.sccu.com/gopink.

According to James Konschnik, FBCCRF CEO, the opportunity to work with SCCU and its members is a valuable gift to the organization which was founded in 1993 as a grassroots group of advocates. The 501 (c)(3) corporation was instrumental in the passage of the Mary Brogan Breast and Cervical Cancer Treatment Act and for the establishment of the End Breast Cancer license plate. "With the help of companies like SCCU and its members along with our ongoing donors and scholarship funding, we can make advocacy and education a reality for breast cancer awareness and research around the State of Florida," said Konschnik. "We are very grateful that the credit union and its members are interested in our quest for continuing research and to end the instances of breast cancer and improve methods for diagnosis in Florida," he said. For more information about the non-profit, visit the website at www.floridabreastcancer.org.

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About Space Coast Credit Union

SCCU offers a full-range of products and programs that are essential to providing members what they need for personal and business banking. The credit union's banking programs offer a wide variety of options from retirement planning to checking and money market accounts to auto and mortgage loans along with low rate Visa cards, among others. SCCU professionals are available to members by phone, in person and online with local decision makers who can initiate personalized service and fast approvals.

Space Coast Credit Union is headquartered in Melbourne, Florida with a regional headquarters in Daytona Beach. SCCU serves more than 160,000 members with assets of over \$1.6 billion through a network of 32 branches and 74 ATMs located from Vero Beach to Palm Coast. Space Coast Credit Union is open for membership to anyone who lives or works in Brevard, Flagler, Volusia, Indian River, Osceola, Orange, St. Lucie or Seminole counties.

For more information, call 321.752.2222 or 800.447.7228 or visit the website at www.sccu.com. Corporate offices are located at 8045 N. Wickham Road, Melbourne, FL. Regional offices are located at 200 Bill France Blvd., Daytona Beach, FL.