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FOR IMMEDIATE RELEASE

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Thor Promoted to Vice President Business Development

Vancouver, WA – Michelle Thor is promoted to Vice President Business Development at Columbia Credit Union. Thor will lead Columbia’s corporate outreach, driving growth while promoting Columbia and cultivating relationships in the business community. Thor joined Columbia in 2002 serving most recently as Columbia’s Marketing Manager.

“Columbia has an excellent reputation, both as a trustworthy financial services provider and as an active, contributing partner in the welfare and growth of the community,” said Thor. “I am proud and excited to serve as Columbia’s business ambassador.”

Colleen Boccia, Chief Deposit Officer and SVP Marketing, comments on the promotion, “Michelle is extremely knowledgeable regarding our products and services. She’ll efficiently help businesses assess advantages of Columbia membership compared to their current banking choice. Her efforts are backed by experts in our 12 branches, online banking, business lending and wealth management departments. As Clark County’s #1 Financial Institution and a metro-area Top 10 Small Business Administration (SBA) Preferred Lender, we’re intent on sharing our talent with many of our local economy’s leaders. ”

A graduate of Eastern Washington University, Thor completed her MSC in Organizational Leadership in 1997. Thor also was recognized as a 2005 Vancouver Business Journal *Accomplished Under 40* recipient and is a 2008 graduate of Western Credit Union National Association (CUNA) Management School.

About Columbia Credit Union: Established in 1952, Columbia Credit Union has \$755 million in assets and 12 Clark County, WA locations. Columbia serves more than 64,000 members with a 2009 satisfaction rating of 95.9 percent - an industry benchmark. Columbia is nationally recognized by PBS and Associates as a “Best Place to Work” and was voted the 2009 “Best Financial Institution” in Clark County. Columbia leads locally-headquartered financial institutions for Clark County auto and home loans, and is a top-10 SBA lender in the Portland/Vancouver metro area. Committed to sustainability, Columbia built Clark County’s first financial institution branches to strict LEED standards set by the U.S. Green Building Council. Individuals and businesses in Washington State are eligible for membership. For more information visit www.columbiacu.org.

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