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FOR IMMEDIATE RELEASE

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Columbia Credit Union voted “Best” in 2010!

Vancouver, WA -- Columbia Credit Union was voted “Best Financial Institution” for the second year in a row and “Best Overall Customer Service” provider for 2010 in Clark County, Washington. The credit union was voted “best” in The Columbian newspaper’s (circulation 45,000) annual Best of Clark County reader poll.

With the area’s first financial institution branches built to LEED Gold Certification and a commitment to outstanding service, Columbia is known for its earth and member-friendly business practices. “We’re a full-service financial institution committed to sustainability, the community, and providing our members with the tools they need for financial success,” said Columbia Vice President of Social Responsibility Laurie Kusch.

The credit union regularly surveys the membership to ensure high customer service standards. Their efforts have resulted in a nearly 96 percent member satisfaction rating for 2009. “When you make members’ needs a priority for your organization, people notice and appreciate it,” added Kusch.

As part of their commitment, Columbia offers eco-friendly financing options for auto and home and supports a wide variety of green organizations, causes and events. And at a time when other organizations have decreased or eliminated their community giving, Columbia continues to support a variety of organizations that work to improve the quality of life in the community.

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Columbia is also working to assist members struggling with their finances by offering new products and programs including FinanceWorks™, a free online budgeting tool that eases money management and financial goal setting; and Dave Ramsey's Financial Peace University, a program that teaches families to achieve their financial goals by eliminating debt and building wealth. Two new sessions are scheduled for fall. The credit union also offers a full selection of financial workshops offered free to the community throughout the year.

For more information about Columbia Credit Union, please visit www.columbiacu.org.

About Columbia Credit Union: Established in 1952, Columbia Credit Union has \$757.9 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 "Best Financial Institution" for 2009 & 2010 and "Best Overall Customer Service" 2010 in Clark County. Columbia is a top local lender for 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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