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Delta Community Credit Union Recognized by the Credit Union National Association Marketing and Business Development Council

Continues Tradition of Outstanding Marketing and Business Development Programming

ATLANTA (April 4, 2013) – Delta Community Credit Union, Georgia's largest credit union, was recently honored with eight Diamond Awards for its outstanding marketing and business development achievements in the credit union industry.

These awards were presented by the Credit Union National Association (CUNA) Marketing and Business Development Council, a national network comprised of nearly 1,100 credit union marketing and business development professionals. From a field of over 1,000 entries, awards were given in 33 categories ranging from advertising to community events and beyond.

Delta Community Credit Union won in several categories for its marketing and business development achievements. Winning submissions included:

- Category's Best Business/Special Employee Group (SEG) Development: UPS SEG
 Development
- Category's Best Retail Merchandising: Midtown Branch
- Category's Best Email Marketing: Switch Day Campaign
- Diamond Award Direct Mail (series): Switch Your Loan
- Diamond Award Financial Education: Delta Community Retirement & Investments
 Services Financial Education Programs
- Diamond Award Radio (single): 1.75 Percent Car Loan Radio Spot
- Diamond Award Television (single): 1.75 Percent Car Loan Television Spot
- Diamond Award Website Marketing: Delta Community Credit Union Website

"We are honored to be recognized with eight Diamond Awards by the CUNA Marketing and Business Development Council," said Hank Halter, interim president and CEO of Delta Community Credit Union. "Our marketing and business development teams continue to bring

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exciting and innovative concepts to the table. This year we were particularly pleased with the effective campaigns created by our marketing team." Award winners were recognized at the council's 20th Annual Conference held March 24-26 in Anaheim, Calif. For more information on the Diamond Awards or to view the entire list of winners, go to www.cunamarketingcouncil.org.

For more information about Delta Community and its products and services, visit www.deltacommunitycu.com; also, "Like" Delta Community on Facebook at www.facebook.com/DeltaCommunity and follow @deltacommunity on Twitter.

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About Delta Community Credit Union

Delta Community Credit Union is the largest credit union in Georgia serving over 270,000 members. It was founded in 1940 and today serves the entire metro Atlanta area, including residents of the 11 surrounding counties and employees of top businesses, such as Delta Air Lines, Chick-fil-A, UPS and Racetrac. Delta Community is a state-chartered credit union organized under the Georgia Department of Banking and Finance, and its deposit accounts are federally insured through the National Credit Union Share Insurance Fund. It chooses to operate as a not-for-profit credit union so it can give back earnings to its members and their local communities. Unlike a for-profit bank, Delta Community is owned by its members, not individual or institutional investors. Customers become member-owners when they open and maintain an account. Please visit www.DeltaCommunityCU.com to learn more or follow the credit union on Facebook at www.faceboook.com/deltacommunitycu.com and Twitter at @deltacommunity.

About CUNA Marketing and Business Development Council

The CUNA Marketing and Business Development Council is a member-led organization comprised of nearly 1,000 credit union professionals from across the United States. The council strives to provide superior educational and networking opportunities to help its members be recognized in the credit union industry as the premier experts in credit union marketing, business development, and related disciplines. For more information, visit www.cunamarketingcouncil.org.