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DELTA COMMUNITY CREDIT UNION LAUNCHES INNOVATIVE PLATFORM FOR YOUNG ADULTS AGES 18-34

Introduces Quarterlife to Provide Financial Tools and Education to Gen Y Consumers

ATLANTA – (Feb. 26, 2013) – According to the Credit Union National Association, 61 percent of non-credit-union members between the ages of 18 and 34 are eligible to join a credit union, but they have not chosen to do so. With that in mind, Delta Community Credit Union, Georgia's largest credit union, announces Quarterlife, a custom platform to reach younger generations and showcase the credit union difference. Designed to guide 18 to 34 year olds through the initial financial stages of their lives, Quarterlife will serve young adults from high school to college, first jobs, the start of a family and first home purchases. Regardless of their financial situation, Quarterlife offers educational tools for young adults looking to make wise financial decisions, develop savings habits and apply for loans. The platform also provides resources that will ultimately steer young adults toward a successful financial future.

"We understand students and young professionals look for personalized service and advice that is relevant to their specific financial needs when choosing a banking provider," says Matthew Shepherd, executive vice president and COO at Delta Community Credit Union. "With Quarterlife, we provide this experience by talking about financial products and services in a way that young adults can relate to and by offering tools and resources they can use to be more financially savvy. We actively sought their opinion as we developed this program and are committed to delivering on their expectations."

Life Stages

The National Credit Union Administration (NCUA) has determined that younger consumers place more weight on certain factors when selecting a financial institution like online banking options and conveniences such as ATMs and mobile banking. Quarterlife offers access to Delta Community's full suite of financial products and services including its network of over 80,000 ATMs worldwide and its custom downloadable mobile app for iPhone, Android and Blackberry. Quarterlife provides products and services for individuals in any of the following life stages:

- High School Students– Whether saving babysitting money or looking forward to college, Quarterlife provides products and resources even for the smallest accounts. Unlike many big banks, Delta Community gives Quarterlife members the same exceptional customer service as those with more complex financial needs.
- College Students – College life is fun, but it can also be expensive. Quarterlife provides resources and tips for maintaining a budget during college and managing student loan debt after graduation.
- Young Professionals – Exciting new jobs come with new responsibilities like rent, income tax and planning for the future. Young professionals can utilize Quarterlife's products and services to get started and improve their financial stability.
- Life Starters – Marriage, home ownership and starting a family are all important "firsts." Quarterlife can help those just starting out lay a solid foundation and build their best financial lives.

Products

Quarterlife members have access to a comprehensive suite of financial products and services offered by Delta Community including robust checking and savings products, Visa® credit cards, car loans, home loans, personal loans, investments, insurance and banking on the go.

For more information about Quarterlife and to gain access to financial resources and tips, please visit www.deltacommunitycu.com/quarterlife. You can also find Quarterlife on Facebook at www.facebook.com/ConnectWithQ or Twitter at www.twitter.com/ConnectWithQ.

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About Delta Community Credit Union

Delta Community Credit Union is one of the largest financial institutions in Georgia. 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. Quarterlife is a custom platform designed to reach younger generations and provide financial resources through each stage of life.