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JEFFERSON HIGH SCHOOL STUDENT WINS PEFCU VIDEO CONTEST

West Lafayette, Ind. – October 16, 2009 – Purdue Employees Federal Credit Union (PEFCU) announces Ryan Chibana, a Lafayette Jefferson High School student, the first-place winner in its “It’s My Money. It’s My Choice. I Choose PEFCU Because . . .” video contest. Chibana won a \$500 cash prize for his video titled “PEFCU, I love you.”

“We are ecstatic to have such remarkable entries in our contest,” said Kristy Robb, PEFCU marketing manager. “We clearly have extremely talented and creative teens in our community, and we look forward to seeing more great things from them in the future.”

Additional winners—all students at Jefferson High School—are: Jack McGrew, \$300 second place; Joe Heath, \$100 third place; and Frank Roetker, \$50 honorable mention. Entries were judged by marketing staff for creativity and inspiration. PEFCU encourages everyone to acknowledge the creative talents of our local youth by viewing the videos on YouTube at www.youtube.com/group/pefcucontest.

About PEFCU

Founded on the Purdue University campus in 1969, Purdue Employees Federal Credit Union (PEFCU) boasts assets exceeding \$550 million and serves more than 57,000 members nationwide. The credit union is driven by superior member service and is dedicated to serving the Greater Lafayette community.

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