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PEFCU VOTED BEST BANK IN GREATER LAFAYETTE

10,000 People Vote PEFCU “Best” in Five Categories

West Lafayette, Ind. – November 27, 2009 – Purdue Employees Federal Credit Union (PEFCU) is voted best bank! Yes, you read that right. On Tuesday, November 10, PEFCU was honored as best consumer and commercial bank at the *Journal & Courier's* Readers' Choice Awards held in Lafayette, Ind.

Nearly 10,000 *Journal & Courier* readers chose a credit union as the best bank in town. And that's not all—PEFCU earned the most votes in all financial services categories, being voted best credit union, best consumer bank, best commercial bank, best checking account and best mortgage lender.

“We are particularly honored to receive these distinctions because they are the result of our members' satisfaction,” said Bob Falk, PEFCU president and chief executive officer. “Our mission is to be our members' trusted financial partner for life and through these awards our members are telling us that we're succeeding. We look forward to continuing to meet their needs and exceed their expectations through our industry-leading services including mobile banking, online deposits and bill pay, paperless statements, generous rewards programs, competitive loan rates and much more.”

Individuals ready to experience the credit union difference may visit www.purdueefcu.com, call 765.497.3328 or 800.627.3328, or stop by any PEFCU branch.

About PEFCU

Founded on the Purdue University campus in 1969, Purdue Employees Federal Credit Union (PEFCU) boasts assets of nearly \$600 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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