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NEWS RELEASE

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Palisades Federal Credit Union Names Anthony F. Pili VP of Sales & Marketing

Pearl River, NY – January 4, 2011 – Palisades Federal Credit Union, the largest Rockland County based Credit Union, has announced the appointment of Anthony F. Pili as Vice President of Sales & Marketing.

"We are extremely pleased that Anthony has decided to join our executive management team," said Mark Welshoff, President & CEO of the Credit Union. "His extensive experience in financial services sales and marketing, combined with his first-hand knowledge of the market, makes him uniquely qualified for the position. Anthony's skills and strategies will be vital as we grow and continue to provide our members with extraordinary personal service and cost effective banking solutions."

Mr. Pili will be based in the Credit Union's headquarters in Pearl River, NY and will direct marketing, sales, advertising, branding, public relations and community outreach. Prior to his newly appointed role at the Credit Union, Mr. Pili served as Assistant Vice President and Marketing Manager at Hudson Valley Bank in Yonkers, NY. A career banker, Mr. Pili began his banking career at Union State Bank, which has since merged with the Ohio based, KeyBank.

"Being a longtime Palisades member, I have had the opportunity to see, first-hand, the value and savings the Credit Union brings to its members" explained Mr. Pili. "I am excited about the opportunity to help lead an organization that offers a truly refreshing alternative to traditional banking."

Mr. Pili who is currently pursuing a Post-Masters Degree in Marketing from Fordham University, holds a Masters of Business Administration Degree in Financial Management from Iona College, a Bachelors of Business Administration Degree in Finance and Economics from Pace University and has earned the Certified Financial Marketing Professional (CFMP) designation from the American Bankers Association School of Bank Marketing and Management.

About Palisades Federal Credit Union

Headquartered in Pearl River, NY, Palisades Federal Credit Union (www.palisadesfcu.org), with more than \$160 Million in assets, is the largest Rockland County based Credit Union. The New York Credit Union operates 4 branches and provides full service banking products and surcharge-free access to over 35,000 ATMs nationwide. Credit Union membership and Credit Union Loans are open to anyone who lives, works, studies, or worships in Rockland County, NY.

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