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NEWS RELEASE

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Palisades Federal Credit Union Wins 4 Marketing Awards

Pearl River, NY – March 29, 2012 – Palisades Federal Credit Union, the largest Rockland County based Credit Union, was recently honored with four CUNA Diamond Awards. The annual Diamond Awards are presented to credit unions in recognition of outstanding marketing and business development achievements.

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

This year, Palisades FCU won awards in the business development, electronic marketing, internal marketing, and miscellaneous categories. Having won the award for electronic marketing last year, this is the second year that Palisades Federal Credit Union has won a CUNA Diamond Award. "It takes creativity, perseverance and hard work to be selected as a Diamond Award winner from nearly 1,100 entries," said Anthony Pili, VP of Sales & Marketing of the NY Credit Union. "Winning four Diamond Awards serves as a testament of our staff's dedication to growing our credit union and serving the local Rockland County community."

"The Diamond Award competition is the most prestigious competition for excellence in marketing and business development in the credit union industry," said Sean McDonald, Chair of the CUNA Marketing & Business Development Council, "Credit unions that receive these awards should be extremely proud of their accomplishments and know that their work represents the very best examples of creativity, innovation, relevance, and execution. The Diamond Awards are not easily earned and the CUNA Marketing & Business Development Council is proud to honor those who are deserving of this recognition."

Award winners were recognized at the council's 19th annual conference held March 7-10 in New Orleans, LA. For more information on the Diamond Awards or to view the entire list of winners, go to www.cunamarketingcouncil.org.

About Palisades Federal Credit Union

Headquartered in Pearl River, NY, Palisades Federal Credit Union (www.palisadesfcu.org), with more than \$150 Million in assets, is the largest Rockland County based credit union. The credit union operates 4 branches and provides full service banking products and surcharge-free access to over 45,000 ATMs and 4,000 branches nationwide. Credit union membership, credit union credit cards and credit union loans are open to anyone who lives, works, studies, volunteers or worships in Rockland County, NY.

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