

PRESS RELEASE



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FOR IMMEDIATE RELEASE

BISA Awards KSFCU with Program of the Year

Bakersfield, California - Kern Schools Federal Credit Union was honored with the *Award of Excellence for Community Based Institution Program of the Year* by the Bank Insurance & Securities Association (BISA) on March 8th at BISA's 2010 Annual Convention in Hollywood, Florida. BISA is the nation's leading trade association for securities, insurance, and other investment and risk management products. The *Award of Excellence* has been given since 2001 to banks and credit unions that demonstrate a consistent and effective implementation of practices with a securities, insurance, or combined program. BISA's Board of Directors review and judge the nominations based on leadership, program superiority, productivity levels, product innovation, and marketing, integration, technology, education, and compliance initiatives. KSFCU is only the 4th credit union to receive the award for *Community Based Institution Program of the Year*.

At the convention, KSFCU received praise for its Member service standards and the brokered CD program which satisfied KSFCU Members during this tough market. "The Investment and Insurance team's enthusiasm for their programs is well acknowledged by our Members; I, along with the rest of the KSFCU team is proud and thrilled for our Investment Advisors and staff," said Steve Renock, KSFCU President/CEO. KSFCU's Investment and Insurances department offers numerous financial management services through its relationship with nationwide broker/dealer, CUSO Financial Services, L.P. (CFS), including long term care insurance, online trading, 403 (b) solutions, mutual funds, trust services, stocks, bonds, term life insurance, and retirement, wealth management, and estate planning.

Contact: Melissa Lintag, Sr. Marketing Officer
Kern Schools Federal Credit Union
Melissa.Lintag@ksfcu.org, (661) 833-7045

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