

FOR IMMEDIATE RELEASE

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Consumers Credit Union Celebrates the Opening of the New Holland Riley Office

HOLLAND, MICH—Consumers Credit Union’s new Holland office, located at 12705 Riley, just west of US-31, will be opening on Tuesday, June 7th, 2011. The new modern, energy efficient facility will feature a full service drive-thru, a 24 hour drive-thru atm, wireless internet access, a coffee bar, plenty of parking and easy access, and a warm, inviting environment.



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“We are proud to be opening the Riley Street office to better serve our members and the community,” says Michele Chaney, Consumers’ Regional Vice President of the lakeshore area. “Making a positive impact on our members and our community is rewarding. Our members have been looking forward to our Riley office opening for several months, sharing with us their excitement in the construction progress. We would also like to extend a warm welcome to our new Riley Street neighbors. Please stop in and say hello!”

CSM Group of Kalamazoo broke ground on the project on December 20th. The architect, Steve Bosch of Bosch Architecture, Portage, describes the architectural styling as neo-modern. “We are also ‘energy engineering’ the design for increased efficiency and constructability, such as efficient LED light systems and controls,” said Bosch. “We are being as green as possible.”

Familiar faces from the West Shore office located inside Meijer will make the transition to the new location on June 7th. The larger office will also require additional staff, creating local job opportunities.

Chad Cunningham, manager of the Holland office on South Washington, has been with Consumers in Holland since the credit union's first presence there in March of 2005, and has been instrumental to Consumers' growth in the Holland market. "The north side is a growing area and a great location for improving our accessibility and convenience for members," says Cunningham, Manager of the South Washington office in Holland.

Jane Clark, President of the Holland Area Chamber of Commerce, commented, "We applaud Consumers Credit Union's commitment to the Holland community. With their new full service location on Riley Street, customers from throughout the Holland/Zeeland area will have easy access to a Consumers location. We appreciate their continued investment in our region."

The Consumers Difference

Consumers Credit Union is a community chartered, member service focused organization. Consumers strives to provide the best possible service to its members, developing relationships that far exceed the typical service provider / customer relationship. A 100% local organization, Consumers decisions are all made by people who live and work in the communities that they serve.

Consumers features a full menu of member services, including business accounts, FHA and traditional mortgages with local servicing for life, business SBA loans, low interest credit cards, auto loans, home equity lines of credit, financial education, youth programs, many electronic and mobile banking options, and more.

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Consumers Credit Union is headquartered in Kalamazoo, Michigan. With more than \$350 million in assets, Consumers has experienced 20% average growth for 26 consecutive years. Established in 1951, Consumers serves individuals and businesses through 13 offices and more than 200 ATM locations in Kalamazoo, Portage, Lawton, Coldwater, South Haven, and Holland. For details, visit www.consumerscu.org. Editors, please refer to Consumers Credit Union in short as Consumers, rather than CCU. Thank you!