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For More Information, Contact:

Melissa Cervantes
303.657.7000

Premier Members Federal Credit Union Appoints New CEO

BOULDER, COLO. (December 1, 2010) – Premier Members Federal Credit Union announced the appointment of Carlos Pacheco as CEO today.



Pacheco's career includes more than 25 years of credit union and banking industry experience. He most recently served as Executive Vice President of \$3 billion Desert Schools Federal Credit Union in Phoenix, Arizona where he led retail sales, branch operations, and product management lines of business.

Mark Gisi, Premier Members Chairman of the Board stated, "On behalf of the board of directors, I am extremely pleased to welcome Carlos as the new CEO of Premier Members Federal Credit Union. We took our time with this selection to ensure a good fit for our credit union's mission, vision and values. His depth and experience make him an excellent choice to lead Premier Members Federal Credit Union and we look forward to benefitting from his experience."

Prior to his tenure at Desert Schools, Pacheco served as Vice President of First National Bank of San Diego where he led the bank's data processing and back office operations, electronic delivery channels, programs and services. Pacheco began his career in financial services with Bank of America in 1985 and progressed to Vice President of Southwest Region Operations, overseeing operational support groups across four southwestern states.

"I am excited to be joining Premier Members," said Pacheco. "I look forward to working with the dedicated, strong and talented team at the credit union as we continue to grow the brand while returning value and high levels of service to our members."

Pacheco holds a BS in Business Administration from University of Phoenix and has been very active in the community, serving as Board Member and Vice Chair for the Central, Northern and Western Better Business Bureau and Cabinet Member of the Valley of The Sun United Way organization.

About Premier Members Federal Credit Union

Premier Members Federal Credit Union is a full-service financial institution serving the needs of select employee groups in and around the Boulder, Colorado area since 1966. With more than 40,000 members, approximately \$400 million in assets, and 12 full-service retail branch locations, Premier Members has grown to become a leader in the credit union industry. Premier Members Federal Credit Union takes pride in giving back to the communities they serve, supporting a wide

(More)

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variety of activities, fund-raising events and charitable organizations like the March of Dimes, United Way, Boulder Shelter, Toys for Tots, and many more. Premier Members Federal Credit Union is also proud to offer the Helen Lake and John Larson Memorial Scholarship Fund to deserving members. To learn more, visit www.premiermembers.org

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