

NEWS RELEASE

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FCUL Service Group, Inc. wins four awards in the Service Industry Advertising Awards

(Tallahassee, FL) - The FCUL Service Group, Inc. won four awards from the Second Annual Service Industry Advertising Awards, highlighting 2004 marketing efforts on several products and services directly targeted to Florida credit unions. "This is a great accomplishment for our Marketing department," stated Marvin Garland, Chief Operating Officer. The judges awarded 170 Gold Awards, 133 Silver Awards, as well as 96 Bronze Awards. Listed below are the following products the received an award:

- KNOWMORE, education department for the Florida Credit Union League – Website/Home Page - Silver
- KNOWMORE – Total Advertising Campaign - Bronze
- KNOWMORE – Logo/Letterhead - Merit
- National Automobile Dealership Association, vehicle-valuation service – Direct Mail - Silver

The Service Industry Advertising Award is the only advertising award program that recognizes the achievements of the service industry. More than 1,000 entries were received from all 50 states and four foreign countries. A national panel of more than 40 judges evaluated and rated each entry in 10 groups and 25 categories – reviewing each entry for execution, style, creativity, quality, consumer appeal, and overall break-through advertising content. Additional winners include: Ritz Carlton Hotels, American Cancer Society, Verizon Wireless, Six Flags, YMCA, Third Fifth Bank, Navy Federal Credit Union (Virginia), Educational Employees Credit Union (California), and more.

