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FOR IMMEDIATE RELEASE

Star Status Loan Goal Soars at Belvoir Federal

Woodbridge, VA, October 26, 2010 — Recently, Belvoir Federal Credit Union launched a specialized campaign highlighting their Gold Star Line of Credit (LOC) product which featured a fixed-low rate on member's initial advance of their loan. Each member who qualified for this special promotion could enjoy star status by taking advantage of the Gold Star LOC's benefits.

Belvoir Federal's primary goal with this campaign was to offer an irresistible loan with a fixed rate and provide members with direct access to a revolving line of credit through their debit cards. Belvoir Federal also incorporated a Star Status aspect to this promotion which was delivered through the credit union's exemplary member service. To enhance the Star Status theme, Belvoir Federal's advertisements included an online commercial with a former Washington's Redskins football player to provide the "red carpet" appeal.

Belvoir Federal surpassed its loan goal by 356% over the estimated number of loans that was projected to cross-sell to members. In fact, the Gold Star Line of Credit promotion exceeded the goal set for the borrowed amount by 544% which allowed Belvoir Federal the opportunity to offer more members an amazing product that they could utilize at their convenience.

Belvoir Federal Credit Union is a full-service, member owned, not-for-profit financial cooperative providing the foundation for the financial success of our Members. For more information about Belvoir Federal Credit Union, please visit our Web site at www.BelvoirCreditUnion.org

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