



For everyday people. For life.

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## **Web Hunt Exceeds All Credit Union Goals**

**Woodbridge, VA, June 4, 2010** — In the past forty-five days, Belvoir Federal Credit Union hosted an interactive Web Hunt game, which celebrated the one year anniversary of the Web site's redesign, engaging members to peruse product and service information in an unusual manner on our Web site. Each user who chose to participate was asked to locate nine "slices of life", each of which correlated with a specific product or service on the site, proving that Belvoir Federal is there for everyday people, for life.

Belvoir Federal's primary goal was to enlighten members on all of the products and services offered in an entertaining, online atmosphere. In addition to the numerous compliments received from members about their experience with the Web Hunt forum, Belvoir Federal surpassed its participation goal by nearly 400% when over 1,000 members took part in the search. The 134,380 online users who visited the site during the Web Hunt were an increase of almost 40,000 over the initial launch of the redesigned Web site. In fact, these individuals viewed 255,284 pages throughout the course of the Web Hunt which almost doubled the number of page views in the first month of the redesign launch.

In conjunction with meeting the goals set out by the credit union, Belvoir Federal was also able to award ten winners with fantastic prizes ranging from a 5% one-year certificate, two Washington Nationals first-baseline Baseball tickets with parking, two VIP season passes to Kings Dominion, and family four-pack AMC movie tickets with a concession gift card. All of these measures are simply another unexpectedly bright way of exceeding our member's expectations and bringing the best to our members.

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](http://www.BelvoirCreditUnion.org)

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