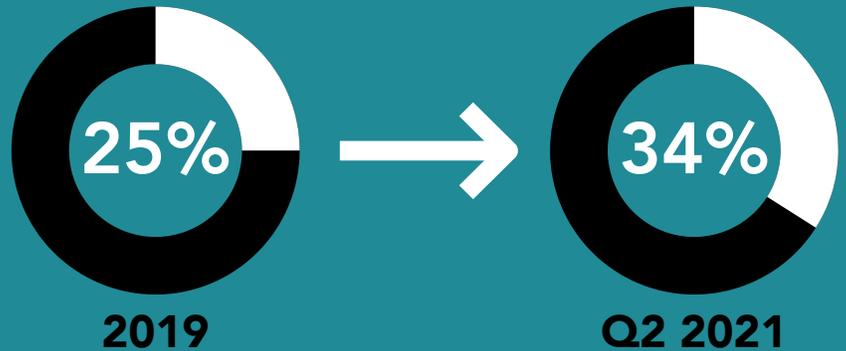


AD RECALL

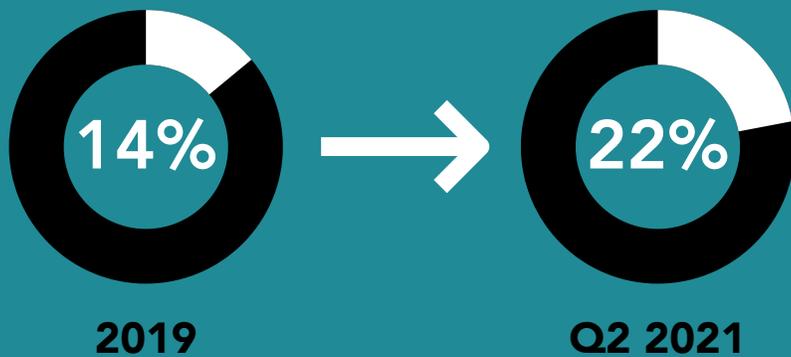
More consumers than ever are aware of credit unions demonstrated by a nearly 10 point increase.



CONSIDERATION

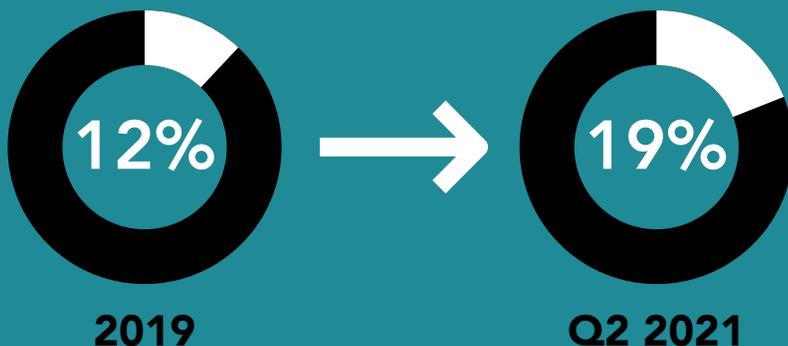
In states where the campaign has run the longest, total consideration achieved **DOUBLE** digit growth.

UNAIDED CONSIDERATION



+8 pts

Unaided consideration for credit unions as lenders.



+7 pts

Unaided consideration for credit unions as checking/savings accounts.