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## PRESS RELEASE

FOR IMMEDIATE RELEASE  
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### SAN FRANCISCO FCU HAS FIRST GROUND BREAKING EVENT

*San Francisco, CA (September 29th, 2011)* — On Wednesday, September 14<sup>th</sup>, 2011, San Francisco Federal Credit Union celebrated its official “Wall Breaking” ceremony to launch the full-scale renovation of its main office branch located at 770 Golden Gate Avenue.

Originally constructed in 1972, San Francisco FCU is set to undergo a top-to-bottom remodel, including updates to both its interior service space and exterior façade. The renovation will serve to modernize the facility’s aesthetic, streamline functionality, and innovate service delivery—dramatically transforming the in-branch experience for San Francisco Federal Credit Union’s local members.

Executing the renovation project is St. Louis, MO-based NewGround. Leaders in the design, branding and implementation of financial facilities, NewGround is renowned for developing some of the industry’s most progressive and award-winning financial spaces—marked by cutting-edge architectural design, green building methods, and revolutionary retail delivery strategies.

Specific updates to the San Francisco FCU’s main office will include a new member-focused retail lobby with enhanced service areas, an expanded 99-seat conference space, and an added training room for employee and member education. In the process, the renovation will open up a currently unutilized second floor, adding nearly 12,300 square feet to the branch’s total service area. At the same time, green design techniques and technologies will greatly increase the branch’s energy efficiency and reduce its environmental footprint.

For San Francisco Federal Credit Union members, the remodel will most visibly come to life in the main office’s dynamic new look, with vibrant accent colors reflecting a recent update to the Credit Union’s visual identity. Within the open, free-flowing interior, branded environmental graphics will showcase San Francisco Federal Credit Union’s storied 57-year history, passionate member commitment, and ongoing community involvement.

“Not only will this much-anticipated remodel signify the start of a new era and renewed vision for San Francisco Federal Credit Union, it will profoundly enhance the quality of service we’re able to provide our valued members inside the main branch,” says Steven Stapp, San Francisco Federal Credit Union’s President and CEO. “We couldn’t be more pleased to be allied with NewGround, and promise our members that the finished product will be well worth the wait.”

“In its service excellence and culture of innovation, San Francisco Federal Credit Union epitomizes the type of forward-looking financial institution NewGround seeks to partner with,” adds Kevin Blair, President and CEO of NewGround. “We look forward to an extremely rewarding project collaboration, and to delivering an end result that will wow San Francisco FCU employees and members alike.”

The renovation project—which San Francisco Federal Credit Union is proud to note is a 100% Union job—is slated for completion in the third quarter of 2012. The main office branch will remain open to serving members during construction.

**About San Francisco Federal Credit Union**

San Francisco Federal Credit Union is a not-for-profit, community-based financial institution exclusively serving San Francisco since 1954. Today, anyone who lives, works, worships, or attends school in San Francisco may apply for membership. We receive an ongoing superior five-star rating from BauerFinancial, INC., a renowned independent agency that analyzes the financial conditions of credit unions. Five stars is the highest attainable rating, and we have earned and sustained this rating for over 14 years. We currently serve more than 30,000 members. San Francisco Federal Credit Union strives to be good neighbors and active contributors to the San Francisco community.

For more information about San Francisco Federal Credit Union, please call **(415) 775-5377** or visit **[www.SanFranciscoFCU.com](http://www.SanFranciscoFCU.com)**.

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