

Media Release



CONTACT: Karen L. Dorway, President
BAUERFINANCIAL, Inc.
TEL: 1.800.388.6686
FAX: 1.800.230.9569
www.bauerfinancial.com
kdorway@bauerfinancial.com

FOR IMMEDIATE RELEASE:

To the Editor:

Through Increasingly Difficult Environment, San Francisco Federal Credit Union Boasts Top Safety Rating

September 2008: San Francisco Federal Credit Union, San Francisco, California stands strong in the current environment while many financial institutions are faltering. You don't have to take their word for it, though; San Francisco Federal Credit Union has earned a 5-Star Superior rating from **BAUERFINANCIAL, Inc.** of Coral Gables, FL, the nation's leading independent credit union rating and research firm. The 5-Star rating is based on the overall financial picture of the institution and indicates that San Francisco Federal Credit Union is one of the strongest credit unions in the nation. What's more, this represents the 57th consecutive quarter that San Francisco Federal Credit Union has earned this highest honor giving it the added distinction of being an "Exceptional Performance Credit Union". Only institutions that have achieved this highest 5-Star rating for ten years or longer can claim this distinction.

"In a climate where it is increasingly difficult to shine, San Francisco Federal Credit Union proves it can be done," remarks Karen L. Dorway, president of the research firm. "In fact, members should be proud that their credit union is one of the elite financial institutions in the nation. They can rest assured that their deposits are well-placed in this 5-Star credit union."

Established in 1954, San Francisco Federal Credit Union has been pleased to fulfill the financial needs of its members for 54 years. It currently operates through three conveniently located offices in San Francisco and can also be found on the internet at www.SanFranciscoFCU.com.

San Francisco Federal Credit Union: "Smart Banking. Real Value."

BAUERFINANCIAL, INC., Coral Gables, Florida, the nation's leading independent bank and credit union rating and research firm, has been reporting on and analyzing the performance of U.S. banks and credit unions since 1983. No institution pays for its rating, nor can they elude it. Consumers may obtain star-ratings by visiting www.bauerfinancial.com.

###

For more information on San Francisco Federal Credit Union, or any other U.S. bank or credit union, contact Karen Dorway directly at 800.388.6686 or e-mail her at kdorway@bauerfinancial.com.

BAUERFINANCIAL, INC. 2655 LeJeune Road, Penthouse One, Coral Gables, FL 33134.