

PRESS RELEASE

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LOCAL FINANCIAL INSTITUTION WORKS ON ABC'S EXTREME MAKEOVER

Sylvania, Ohio – One local financial institution is proud to announce they had a hand in the upcoming episode of ABC's Extreme Makeover: Home Edition, which will air this Sunday, November 16, at 8:00 p.m. on ABC.

Directions Credit Union volunteered services as a new home for the Frisch family in Toledo was built. The family of 13 was in desperate need of a home makeover. Their cramped, deteriorating three bedroom ranch-style home was replaced with a spacious two-story, 4,000 square foot, five-bedroom home.

The Frisch family truly defines heroism. The Frisch family opened their home to five adopted children from Haiti, three more adopted children from Toledo, and three biological children. Mr. Frisch is a firefighter that has saved many lives, including the life of his partner during the Toledo riots in 2005. Mrs. Frisch is an ordained minister, who has been unable to work due to some health problems, including several strokes that have left her partially paralyzed.

Directions Credit Union was honored to be one of the lead sponsors of this very worthwhile cause. Their sponsorship helped defray some of the expenses for the project that couldn't be donated. Additionally, Directions purchased the Extreme Makeover ball caps which were sold at the build site and raised over \$35,000 for the family! During the week of the build, Directions CU employees joined more than 3000 skilled workers and volunteers to help make this home happen. They volunteered during the benefit concert that began the exciting week as well as on-site during the build. Directions Credit Union also accepted donations, at all 20 of their branch locations, from some very generous members during their "Hearts and Hands Sale." With their help, and some area schools that joined the cause, another \$8,000 was raised for this very deserving family.

"We were thrilled when we were approached with this opportunity, said Barry Shaner, CEO/President Directions Credit Union. Our goal at Directions is to provide our members and the community with the financial guidance and assistance to help them reach their dreams and goals in life. This is a great way for us to make a difference in this deserving family's life by helping them get a fresh start in their new home."

Directions Credit Union was founded in 1953 as St. Clements Credit Union. Over the years the credit union has grown to become the 4th largest credit union in the State of Ohio. Directions Credit Union has current assets of \$500 million and nearly 85,000 members. There are nine branch locations in the Toledo Area and 11 branch locations in Central Ohio. Directions offers a full array of financial services including savings, checking, investments, auto loans and leasing, mortgage and home equity loans, credit cards, and personal loans. These offerings generally feature better rates and lower fees than traditional banks. Membership is available to persons who live, work, worship, attend school or volunteer in Wood, Fulton, Lucas, Huron, Ashland, Richland, Wayne, and Tuscarawas Counties. To learn more about Directions Credit Union visit www.directionscu.org.

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