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Media Release

FOR IMMEDIATE RELEASE

DAN RATHER REPORT FEATURES LOCAL CREDIT UNION

October 27, 2011, Ohio - As America struggles to deal with the ongoing recession, many have found themselves upset with their big bank - thanks largely in part to a new \$5 per month debit card fee. As a result, many consumers say they've had enough and are turning to smaller community banks and credit unions.

Dan Rather discusses this issue in a report titled, "The Unbanked" that aired October 25, 2011 on HD Net. In his report, Dan Rather featured Directions Credit Union, a local credit union that has seen many new accounts opened up in recent weeks. Dan Rather stated that credit unions across the country are reporting that the announcement [of these new debit card fees] is driving customers straight through their front doors.

Credit union member Keith Godfrey, shared that Directions Credit Union was like a lifeline when he most needed help, "They [Directions Credit Union] not only gave me a loan, but they gave me valuable financial advice. They sat down with me, went over my credit report, and explained the steps to take to make the process easier in the future."

Also featured in Dan Rather's report was Barry Shaner, CEO and President of Directions Credit Union. "A lot of consumers are becoming disenchanted with the big national faceless entity. They want something local where they can come in and talk to someone. They can even talk to me, and they do. They want to know that they can do that. Certain banks have announced that they're going to start charging for their debit cards. We don't do that, and don't have any plans to do that."

When asked for his thoughts on being featured in Dan Rather's recent report, Barry Shaner had this to say, "Of course, we're both humbled and honored by the fact that out of nearly 8000 credit unions across the United States, Mr. Rather chose to feature us. And, it is important to note that it's less about Directions Credit Union receiving National attention, and more about credit unions being recognized for their commitment to personal service, their members' financial well-being, and giving back to their communities."

Dan Rather's report "The Unbanked" can be purchased in its entirety on iTunes. To view a clip featuring Directions Credit Union, log on to <http://www.hd.net/blogs/the-un-banked-october-25-2011/>.

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 more than \$530 million and nearly 67,000 members. There are 9 branch locations in the Toledo Area and 9 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, personal loans, and business services. 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, Knox, and Tuscarawas Counties. To learn more about Directions Credit Union visit www.directionscu.org.