



For Immediate Release

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**RESEARCH REVEALS CREDIT UNIONS VIEWED AS MOST TRUSTWORTHY,
ACTING IN CUSTOMER'S BEST INTERESTS**

- Bethpage Releases Results From Credit Union Consumer Perception Survey -

Bethpage, NY – January 13, 2012 – Bethpage Federal Credit Union, New York State's largest credit union and the leading community financial institution on Long Island, conducted a post-Bank Transfer Day / Occupy Wall Street survey to measure the attitudes of bank customers towards credit unions in today's marketplace. The survey, administered December, 2011 by Chadwick Martin Bailey, a Boston-based custom market research firm, polled over 500 Long Islanders who identified a bank as their primary financial institution. Study results include:

- When asked to evaluate credit unions and banks, most respondents (51%) rated credit unions as acting in their customer's best interests, as opposed to only 21% for the large banks.
- More respondents consider credit unions as being the most trustworthy (49%), versus only 29% for large banks.
- 49% of respondents cited credit unions as having low fees versus only 14% of respondents who believe that large banks have low fees.
- Conversely, 59% of respondents indicated that big banks "nickel and dime" their customers versus 8% for credit unions.
- When asked why they would consider switching to a credit union, respondents cited competitive rates, personal assistance, and trust.
- When asked which of the following topics/events they heard or read about in the last six months, 90% said Occupy Wall Street Protests, and 86% said debit card fees.

- more -

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Satisfaction with credit unions also broke all prior records in 2011 according to a recent report released in mid December, 2011, by the American Customer Satisfaction Index (ACSI).

- Consumers are more satisfied than ever before with credit unions, as the industry's score rose 8.7% to 87 (on a scale of 0 to 100) – the highest score ever reached by any of the ACSI's 47 industries. "In just one year, credit unions have tripled their ACSI lead over banks," according to the ACSI.

"Recent activities surrounding big banks and the financial arena have led to a building momentum of positive consumer awareness for credit unions that continues to remain strong," said Kirk Kordeleski, President and CEO, Bethpage Federal Credit Union. "The study results clearly indicate that consumers have a growing awareness of the credit union difference, taking into account the great value and trust they provide."

Among the findings in the Bethpage study, 29% of Long Island bank customers are more familiar with credit unions and what they have to offer than they were six months ago.

"Previously, credit unions have had lower consumer awareness than large banks," said Gerard Schmitt, Vice President of Marketing, Bethpage Federal Credit Union. "That is clearly changing and it is exciting to see that more bank customers are recognizing the advantages of credit unions."

Bethpage Federal Credit Union is a not-for-profit financial cooperative, existing solely to serve its members and has experienced rapid growth in recent years to become a strong alternative to banks. Bethpage was approved for the largest federal community charter in the U.S. in 2003 and now is Long Island's largest credit union and leading community financial institution with over 194,000 members, 25 branches and 60 shared service center locations throughout Nassau and Suffolk Counties. As a financial cooperative, Bethpage offers better rates, lower fees and a full menu of personal and commercial financial services.

Bethpage maintains branch locations in Bay Shore, Bay Shore King Kullen, Bethpage, Central Islip, Commack King Kullen, Elmont, Farmingdale, Freeport, Glen Cove, Hempstead, Huntington, Levittown King Kullen, Lynbrook, Massapequa, Melville, Mineola, North Babylon, Patchogue, Port Jefferson, Riverhead, Seaford, Smithtown, Roosevelt and Westbury with over 350 surcharge-free ATMs in King Kullen, 7-Eleven, Walgreens and Costco locations throughout Long Island. For more information, call 1-800-628-7070 or visit www.lovebethpage.com.

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