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Press Contact:
Audrey Cohen
Epoch 5 Public Relations
631/427-1713
acohen@epoch5.com

**BETHPAGE FEDERAL CREDIT UNION LAUNCHES NEW MARKETING CAMPAIGN
DESIGNED TO UNDERSCORE CREDIT UNION DIFFERENCE**

Bethpage, NY – February 6, 2014 – [Bethpage Federal Credit Union](#), New York State’s largest [credit union](#), announces the launch of its new marketing campaign designed to underscore the credit union difference to consumers and businesses across Long Island. “Built to Give You More,” which launched this week, demonstrates how as a credit union, Bethpage is structurally different than banks, able to give consumers more benefits than banks can offer.

“Built to Give You More” includes broadcast ads running on cable television and radio, print ads appearing in newspapers, as well as outdoor advertising. Signage and branding appears in all of Bethpage’s 27 branch locations, and in all marketing and branding outreach materials. The campaign focuses on five Bethpage “best” products including best mortgage rates, best home equity line of credit, [best free checking](#) accounts, best deposit rates on youth saving accounts, and best auto loan rates on Long Island.

“The fundamental difference between a credit union and a bank is that Bethpage answers to its members, not shareholders. Our members benefit from this difference in the form of better rates and lower fees; it’s that simple,” stated Kirk Kordeleski, President and CEO, Bethpage. “As consumers continue to search for financial options, the time was ripe for Bethpage to develop an ad campaign to bring this impactful message home. Banking at a credit union puts more money into our member’s pockets – not the other way around.”

“The ‘Built to Give You More’ campaign was developed to reinforce Bethpage’s position as the leading community financial institution on Long Island and to let all Long Islanders know they can bank at Bethpage. The ads are upbeat and friendly, which are inherent qualities of the Bethpage brand,” said Gerard Schmitt, Vice President of Marketing, Bethpage. “‘Built to Give You More’ underscores the structural differences of a credit union versus a bank, that enable Bethpage to provide the best rates, world-class service, growing convenience and unparalleled commitment to the Long Island community.”

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Bethpage recently opened its 27th branch location on Long Island at the Nassau University Medical Center in East Meadow, its first hospital branch. It also recently celebrated the grand opening of its fourth King Kullen supermarket branch located in the Valley Stream King Kullen. Three additional branches are scheduled to open this year, including locations in Long Beach, Baldwin and Albertson. With its growing network of branches, 60 shared service centers, more than 425 surcharge-free ATMs, and free online and mobile banking, Bethpage is one of Long Island's most convenient financial institutions, providing members with easy access to their accounts wherever and whenever they need it.

“Bethpage has lower fees, better rates and better service on Long Island than any of its banking competitors. Plus, many aren't even aware of our full array of personal and banking products available. ‘Built to Give You More’ is going to help us better convey the credit union difference. We are committed to continuing to provide extraordinary value and service to the Long Island community,” continued Kordeleski.

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 New York State's largest credit union and Long Island's primary community financial institution with 232,000 members, 27 branches and 60 shared service center locations throughout Nassau and Suffolk Counties. As a financial cooperative, Bethpage offers the best-in-market rates, low fees and world-class service, 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, East Meadow NuHealth, Elmont, Farmingdale, Freeport, Glen Cove, Hempstead, Huntington, Levittown King Kullen, Lynbrook, Massapequa, Melville, Mineola, North Babylon, Patchogue, Port Jefferson, Riverhead, Seaford, Smithtown, Roosevelt, Valley Stream King Kullen, West Babylon and Westbury with over 425 surcharge-free ATMs including King Kullen, CVS Pharmacy, 7-11 and Costco locations throughout Long Island. For more information, call 1-800-628-7070 or visit <https://www.bethpagefcu.com>.

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