



For Immediate Release:

Melissa Thwing
248.649.8900
mthwing@quell.com

DFCU FINANCIAL NAMED ONE OF NATION'S "BEST AND BRIGHTEST" COMPANIES TO WORK FOR

DEARBORN, Mich., January 2015 — DFCU Financial, the largest credit union in Michigan, announced today it was named a national Best and Brightest Company to Work For™ by the National Association for Business Resources (NABR). The organization previously received recognition as a "Best and Brightest" company to work for in west Michigan.

"At DFCU Financial, we invest significant resources into attracting and developing top-notch talent," said Mark Shobe, president and CEO, DFCU Financial. "This achievement is a testament to our commitment to offer a personally and professionally working environment that allows us to grow together and to positively impact each other and the communities that surround us."

Companies recognized were assessed by key human resources practices and employee-enrichment areas, including compensation, employee education and development, community initiatives, diversity and inclusion and work-life balance.

The *Detroit Free Press* also named DFCU Financial a "Top Workplace" the past seven years, an achievement that identifies leading workplaces in the Detroit area based on employee evaluations of categories including working environment, career opportunities and leadership.

About DFCU Financial

DFCU Financial is Michigan's largest credit union with more than \$3.7 billion in assets. DFCU Financial issues to its clients the largest CASH BACK reward of all financial institutions in Michigan with more than \$181 million issued since 2006. A strong community partner, DFCU Financial continually reinvests in its membership with new branches and financial literacy education for all ages. DFCU Financial currently operates 24 full-service branches in Detroit, Ann Arbor, Grand Rapids and Lansing. For more information, call 888.336.2700 or visit dfcufinancial.com.

###

400 TOWN CENTER DRIVE DEARBORN, MICHIGAN 48126	
PH 313.336.2700	PH 888.336.2700
www.dfcufinancial.com	