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FOR IMMEDIATE RELEASE

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From left: Bill Vogel, Ed.D., Superintendent, Seminole County Public Schools; Michael A. Grego, Ed.D., Superintendent, School District of Osceola County; Joseph A. Melbourne, Jr., Pres. & CEO of CFE; Ronald Blocker, Superintendent, Orange County Public Schools.

CFE Will Generate Thousands of Dollars for Area School Districts With New Affinity Debit Card Program

(Lake Mary, FL) – CFE Federal Credit Union announced on Monday an exciting affinity debit card program that will generate thousands of dollars annually for Central Florida school districts. The credit union celebrated the roll out of this initiative, called MyCFE4Schools, by inviting area school superintendents Ronald Blocker of Orange County, Michael A. Grego, Ed.D. of Osceola County, and Bill Vogel, Ed.D. of Seminole County to a special kick-off event where they were presented with the very first card for their respective school district.

Through this program CFE will donate \$.05 to the card holder's participating school district or foundation every time the MyCFE4Schools debit card is used for a signature-based purchase. Each school district has a custom debit card, and members can select which school district they want to support when ordering their MyCFE4Schools debit card. As more people begin using this affinity debit card frequently, more money will be generated for their district. Plus, there's no cost to the school districts, and no charge for the cardholder.

"It's an important responsibility for CFE to be a Business Partner in Education." said Joseph A. Melbourne, Jr., President and CEO of CFE. "We know that schools benefit greatly from the support of community leaders, and we are especially excited about this new program that will provide extra funds for the school districts during economic downturns and economic prosperity."

The area superintendents will be able to use these unencumbered funds at their discretion to advance the quality of education for students. All superintendents agree that this program is good for the schools and that MyCFE4Schools debit card funds will help them achieve some of their goals to inspire their students.

To help jump start the program, CFE is giving away \$12,500 to individual schools across Orange, Osceola and Seminole counties during a limited-time fundraiser. From September 7



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through September 30, individual schools can earn a \$5 donation for every referral they make that results in a new MyCFE4Schools debit card. The offer is limited to the first 2,500 people. Schools will be encouraging their staffs, students, and parents to support the MYCFE4Schools program and to take advantage of the fundraiser once schools are back in session.

CFE Federal Credit Union was founded in 1937 and currently serves 118,000 members. As of June 30, 2009, CFE had total assets of over \$1.183 billion and deposits of over \$975 million. Membership eligibility includes anyone who lives, works, attends school, volunteers, or worships in the Orange, Osceola, Lake or Seminole Counties of Florida. Businesses and other legal entities may join as well. The credit union serves its members at 16 full service branches, two student branches, 40 ATM locations and through 24-hour Internet access.

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