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**CFE Announces New UCF Affinity Debit Card Program,  
UCF Athletics to Benefit**

**Lake Mary, Fla. (January 16, 2015)** – UCF Knights fans, make room in your wallet for the newest and best choice for your debit card payments.

CFE Federal Credit Union has announced a new UCF affinity debit card program, featuring two different UCF-themed design options. With every purchase using the card, CFE is pledging to donate a portion of the proceeds to UCF Athletics. And while deciding which design to choose may be a difficult decision for some, all UCF Knights fans can rest assured knowing their purchasing power supports their favorite college sports program.

Todd Stansbury, Vice President and Director of Athletics at UCF, discussed the new affinity cards recently. “The new UCF affinity debit cards issued by CFE will be a huge benefit to our UCF athletic programs. Fans will have a unique, new way to contribute to the success of our programs – one swipe of their UCF card at a time. We appreciate our relationship with CFE and we expect this program will be a great success.”

The growing partnership between the two Central Florida organizations has been a noteworthy one in recent years. The credit union acquired the naming rights to the CFE Arena in 2013 and became the Official Financial Institution of the UCF Knights that same year. An on-campus branch opened in the CFE Arena soon thereafter. CFE has since been a visible presence at campus events, offering financial management classes for students, faculty, and staff and sponsoring Jazz on a Green, benefitting UCF Medical School students in November 2014.

“Our new affinity debit card program with UCF Athletics is another example of CFE’s proud partnership with one of Central Florida’s leading higher educational institutions,” said Joseph A. Melbourne Jr., President and CEO of CFE. “As a credit union with historic ties to education in Central Florida, CFE is proud to offer a product that supports an important facet of the UCF experience.”

To request one of the UCF affinity debit cards, visit any CFE branch location or call CFE’s Member Service Center at 407-896-9411 or 800-771-9411 outside Orlando, option 3.

**About CFE Federal Credit Union**

Founded in 1937 by 23 educators, CFE Federal Credit Union serves over 140,000 members. With more than \$1.5 billion in total assets, CFE offers its members an array of financial products and services at 21 full-service branches, five high school branches, and 42 non-surcharge ATM locations. Anyone who lives, works, worships, volunteers, or attends school in Orange, Seminole, Osceola, and Lake Counties may become a member. Qualified businesses and other entities may join as well. CFE is recognized as a Top 10 Company for Working Families by the Orlando Sentinel and Best Credit Union by readers of the Orlando Business Journal. CFE is the Official Financial Institution of the UCF Knights and owns the naming rights to the CFE Arena on the University of Central Florida campus. CFE is the Preferred Credit Union for Seminole State College.

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