



Member Focus Pays Off as Coast Central Credit Union Earns Highest 5-Star Rating

For Immediate Release:

December 2011: **Coast Central Credit Union** is once again proud to be recognized as a superior 5-Star rated credit union by **BauerFinancial, Inc., Coral Gables, Florida**, the nation's leading credit union and bank rating and research firm. A 5-Star rating denotes that Coast Central Credit Union is one of the best in the nation in terms of its overall financial performance. In fact, Coast Central Credit Union has earned this 5-Star Superior rating for the last 70 consecutive quarters putting it in an even more elite group of "Exceptional Performance Institutions". Only financial institutions that have earned this rating for ten consecutive years or longer can claim this distinction.

"The recent uproar against Big Banks has shed a whole new light on the credit union model," observes Karen L. Dorway, President of BauerFinancial. "While the primary focus of the big banks is dividend payments, smaller banks and credit unions tend to be locals and therefore more in tune with the communities they serve. This focus on its membership has paid off as Coast Central Credit Union has earned Bauer's highest 5-Star rating for strength and stability."

Since 1950, Coast Central Credit Union has been serving the financial needs of its members. It operates through twelve conveniently located offices in Arcata, Crescent City, Eureka, Fortuna, Hoopa, McKinleyville, Weaverville and Willow Creek, owns and operates seventeen ATM machines through Humboldt, Del Norte and Trinity counties and can be found on the internet at www.coastccu.org. In addition, members have access to almost 30,000 surcharge-free ATMs nationwide through the Co-Op Network.

BauerFinancial, Inc. has been reporting on and analyzing the performance of U.S. banks and credit unions since 1983. No institution pays for its rating, nor can any choose to be excluded. To look at star ratings for Coast Central Credit Union or any other financial institution, visit www.bauerfinancial.com.