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**FOR IMMEDIATE RELEASE**

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## **San Mateo Credit Union Opening New East Palo Alto Branch This Fall**

**Redwood City, CA**—Continuing its commitment to meeting the financial needs of diverse communities, San Mateo Credit Union (SMCU) will open a new branch in East Palo Alto this fall. Slated to begin doing business in November 2011, the branch will be located in the Ravenswood 101 Shopping Center, 1735 East Bayshore Road, a space formerly occupied by California Bank and Trust.

Says Barry Jolette, SMCU's president and CEO, "San Mateo Credit Union has always acknowledged and respected the demographic diversity of our communities. We have wanted to establish a presence in East Palo Alto for many years, and we are delighted to have an opportunity to bring SMCU's full complement of products and services to this neighborhood."

Offerings available will include savings, checking, and money market accounts; certificates; credit cards; auto, real estate, and personal loans; retirement accounts; and investment services. In addition to traditional credit union services, members can enjoy a host of value-added features, including free online Bill Pay, paperless eStatements, members-only vehicle sales, the no-cost service of Personal Auto Shopper, and BALANCE—SMCU's financial fitness program. The credit union also offers free workshops and seminars on topics that are essential to economic and emotional well-being, including Using Credit Wisely, Raising Money-Smart Kids, Planning for Retirement, and Safeguarding against Identity Theft.

John Beiers, chair of SMCU's Board of Directors, states, "It is unacceptable and frankly almost inconceivable that a community the size of East Palo Alto would not have access to basic and fundamental banking. The San Mateo Credit Union is committed to making sure that does not happen."

Rose Jacobs Gibson, San Mateo County Board of Supervisors, adds, "I am so pleased that a community-oriented financial institution like San Mateo Credit Union is opening a new branch in East Palo Alto. They are well-suited to meet the financial needs of our community members – and that speaks volumes about SMCU."

Continues Jolette, "At San Mateo Credit Union, we take pride in meeting our members' needs throughout a lifetime. We are honored to be involved in the communities we serve—sponsoring, volunteering, and actively participating in events and activities—and we are pleased to have this presence in East Palo Alto."

**About San Mateo Credit Union (SMCU):**

Founded in 1952, SMCU is a member-owned financial institution that currently serves more than 68,000 individuals and manages more than \$600 million in assets. Headquartered in Redwood City, the credit union has seven conveniently located branches throughout San Mateo County and in the City of Palo Alto. The East Palo Alto location will be its eighth branch location. For more information or to locate a branch, visit [www.smcu.org](http://www.smcu.org) or call SMCU's Contact Center at (650) 363-1725 Monday through Friday, 8:00 a.m. to 6:00 p.m., and on Saturday from 9:00 a.m. to 3:00 p.m.