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**FOR IMMEDIATE RELEASE**

*United Educators Credit Union to Launch Kasasa® Rewards Checking  
at the Education Minnesota Professional Conference*

**Apple Valley, Minn.** — United Educators Credit Union announced today that it will celebrate the launch of Kasasa® reward checking at the Education Minnesota Professional Conference trade show on Thursday, October 16, 2014, at the RiverCentre in downtown St. Paul.

Kasasa is the first and only collection of bank accounts that actually takes an interest in account holders by rewarding them for using their account with what interests them most—earning high rates, cash back, automatic savings, or digital downloads from iTunes® or Amazon.com®. Kasasa is exclusively available at only America’s finest community financial institutions, including United Educators Credit Union. United Educators will offer several Kasasa banking products that are all free, reward-based accounts featuring free ATMs nationwide, no minimum balance to maintain the account or earn rewards, no monthly service fee and free online banking.

“As a credit union, we put members first, and believe they should be rewarded for choosing to bank with us,” said Paul Dammann, President and CEO. “We are excited to offer Kasasa, and the Professional Conference is a perfect venue to share this unique new product with our education member base. Teaching just got even more rewarding!”

Information on United Educators Credit Union’s Kasasa accounts will be available beginning October 16<sup>th</sup> at the Conference, in the credit union branches, or online at [www.uecu.coop](http://www.uecu.coop).

**Do You Kasasa?™**

Kasasa is a national brand of free rewards checking and savings accounts that give consumers real choices with their banking accounts. Offered at select community banks and credit unions around the nation, Kasasa accounts reward account holders for using their accounts with what they want most—earning high rates, cash back, money to automatically save, money to donate to charity, or digital downloads from iTunes® or Amazon.com®. Developed and distributed by BancVue®, Kasasa marries innovative banking products with the personal touch of community financial institutions. For more information, visit [www.Kasasa.com](http://www.Kasasa.com).

United Educators Credit Union was established in 1957, providing a full line of financial services to the Minnesota education community, their families, and those who support education by being a part of the United Educators Foundation. The credit union currently operates branch locations in Apple Valley, Coon Rapids, Eden Prairie, St. Louis Park, and Woodbury.

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