

**SAN DIEGO COUNTY CREDIT UNION'S  
'SHRED YOUR BIG BANK DEBIT CARD' PROMOTION  
RESULTS IN RECORD BREAKING NEW ACCOUNTS IN NOVEMBER**

San Diego County Credit Union (SDCCU), San Diego's largest locally-owned financial institution, reported that its Shred Your Big Bank Debit Card activities nearly doubled the normal number of new checking accounts opened monthly.

In alignment with Bank Transfer Day, SDCCU launched "Shred Your Big Bank Debit Card," a social media focused promotion. The campaign offered customers who opened a new SDCCU checking account and posted a photo of themselves shredding their big bank debit card a chance to win \$1,000. Over 125 photo entries were received and SDCCU increased their Facebook likes by nearly 25% during the campaign. Monica Padilla Marquez was selected as the grand prize winner of \$1,000.

According to Teresa Halleck, San Diego County Credit Union President and CEO, 4,049 new SDCCU checking accounts were opened during the month-long campaign. The number of new checking accounts opened in November was 65% higher than SDCCU's average for the first six months of 2011. The largest surge of new customers opened accounts during the first week of November; almost three times the per-day average of new accounts for the entire year of 2010. The number of new checking accounts opened continued to remain well above average throughout November.

In addition, Halleck said the increase in total membership growth in October and November 2011 was 235% higher than the same time period the previous year. At the end of November, SDCCU reported 223,980 customers.

"We saw an astonishing number of new customers open checking accounts throughout November and anticipate that additional big bank customers will open new checking accounts through the remainder of the year," said Halleck. "We are happy to welcome these new customers to SDCCU and to provide them with excellent customer service and low fees. They are now member-owners of SDCCU which is so different from the big bank mentality they are used to."

San Diego County Credit Union is a full-service financial institution. Anyone who lives or works in San Diego, Riverside and Orange counties is welcome to open an account. SDCCU offers free checking accounts with eStatements, direct deposit, Visa credit and free debit cards, certificate and money market accounts, auto and home loans, an array of eServices and much more. San Diego County Credit Union serves a diverse customer base of 224,000, has assets of \$5.4 billion and 28 convenient branch locations. Visit [www.sdccu.com](http://www.sdccu.com) for more information. SDCCU is federally insured by NCUA and is an equal housing lender.

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