

**SAN DIEGO COUNTY CREDIT UNION NAMES NATHAN SCHMIDT
EXECUTIVE VICE PRESIDENT OF MARKETING**

San Diego County Credit Union (SDCCU), San Diego's largest locally-owned financial institution, has named Nathan Schmidt as Executive Vice President of Marketing. He was previously Vice President of Marketing and eServices for Schools Financial Credit Union of Sacramento, Calif.

With 15 years of financial services management experience, Schmidt will be responsible for strategic planning, marketing, product development, business development, community and media relations at SDCCU.

"We are excited that Nathan has agreed to join our management team," said Teresa Halleck, San Diego County Credit Union President & CEO. "He has a track record of driving many successful initiatives and a proven ability to drive revenue and profit gains through market analysis and planning."

Schmidt spent the past seven years as Vice President of Marketing and eServices with Schools Financial Credit Union. He also served at Schools as eServices Manager and Marketing Specialist.

A native of Van Nuys, Calif., Schmidt has a Bachelor's degree from California State University, Sacramento, and a Masters in Business Administration from Saint Mary's College of Moraga, Calif. He also has served as a teacher at the University of Phoenix for such classes as Marketing, Business Management, Public Relations, Ethics, Business Strategy and Innovation for a Competitive Advantage.

He has been active as a board member and past president of the California Credit Union League, Sacramento Valley Chapter, and member of the Service Delivery Advisory Group for PSCU Financial Services, the nation's largest credit union services organization, based in St. Petersburg, Florida. He also has served on the Education Resource Board for California State University, Sacramento, and the Advisory Counsel for the Sacramento City College School of Business.

"I am honored to have the opportunity to contribute to the success of San Diego County Credit Union and to continue the growth and delivery of the highest level of service to our customers," Schmidt said. In his spare time, the resident of Downtown San Diego enjoys sightseeing and walks with his Dalmatian, Lucille.

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 for more information. SDCCU is federally insured by NCUA and is an equal housing lender.

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