



For Immediate Release

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LBS Financial Credit Union Announces New Addition to Management Team

Long Beach, CA – December 29, 2008 -- LBS Financial Credit Union announces a new addition to its management team.

“Cindy Stromlund is a true representative of the credit union movement, having served members in a management capacity at several local credit unions over the last 16 years,” said LBS Financial President and CEO Jeffrey A. Napper. “We are very pleased to welcome Cindy to our management team at LBS Financial.”

Cindy Stromlund, Vice President/Branch Manager, East Long Beach Office

Cindy Stromlund brings a wealth of financial industry experience to LBS Financial Credit Union. Most recently, Cindy was the branch manager at SchoolsFirst Federal Credit Union (formerly OCTFCU) in Cypress. Her previous experience also includes serving in operational management and lending roles at Wescom Credit Union, Sea West Federal Credit Union and Whittier Area Federal Credit Union.

About LBS Financial Credit Union

LBS Financial, founded in 1935 as the Long Beach School District Employees Federal Credit Union, is a member-owned cooperative providing savings, checking, VISA, money markets, certificates, IRA, insurance and investment services. LBS Financial also offers personal, vehicle, boat and home loans. Their field of membership encompasses fifty cities surrounding the greater Long Beach area, as well as Riverside, San Bernardino, Orange and San Diego Counties. They currently service over 120,000 members with six branch office locations, convenient electronic access (ATMs, online banking) and are part of the CU Service Center network. LBS Financial Credit Union has assets exceeding \$1 billion.