

Clearview<sup>®</sup> Federal Credit Union  
8805 University Boulevard  
Moon Township, PA 15108  
Contact: Christianne Gribben  
Day Phone: (412) 269-3079

For Immediate Release

Credit Union hosts texting contest at local universities

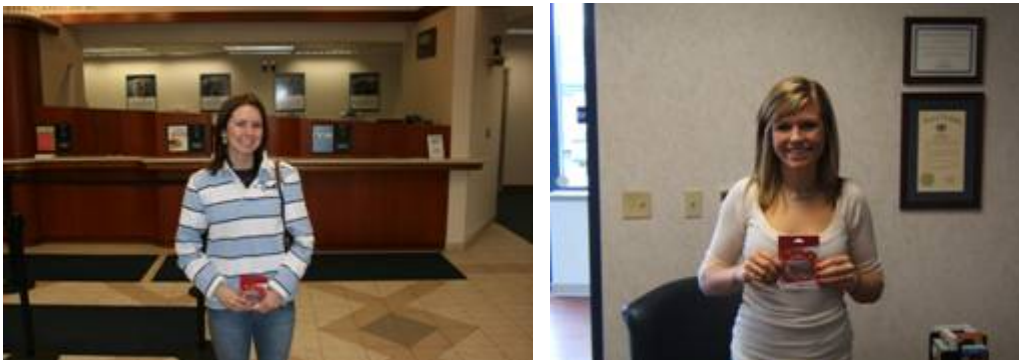
Moon Township, PA— Clearview<sup>®</sup> Federal Credit Union hosted an awareness campaign at Robert Morris University and California University of Pennsylvania during their 2008 football seasons in order to bring financial awareness to local college students.

During 2008 Cal-U and RMU football games, attending students had an opportunity to win a \$500 Visa<sup>®</sup> gift card by responding to a Clearview ad in the football programs. By text messaging SMaSh, a text messaging promotional company, students were automatically entered to win a \$500 gift card. Cal-U winner, Malory Klein, and RMU winner Ericka Webb, each received a gift card to use towards school supplies and expenses.

Clearview's goal in partnering with SMaSh was to broaden the Credit Union's youth member base and to build awareness of financial services to local college students. Efforts will continue by providing information on Clearview's products, services and branch locations through this successful avenue.

SMaSh brings the rich interactivity found on the Internet to text messaging, by allowing businesses such as Clearview to extend their awareness to the mobile world.

Clearview Federal Credit Union serves approximately 76,907 members, with reported assets valued at \$590 million as of March 2009. Membership in Clearview is open to individuals who live, work, worship, attend school or volunteer in the Southwestern Pennsylvania community, which includes Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Lawrence, Washington and Westmoreland counties. Membership is also open to immediate family members of current Clearview members. Visit [www.clearviewfcu.org](http://www.clearviewfcu.org) for more information. Clearview Federal Credit Union is federally insured by the National Credit Union Administration and is an Equal Housing Lender.



Left: Ericka Webb RMU winner; Right: Malory Klein Cal-U winner. Both were winners of a \$500 Visa<sup>®</sup> gift card.

END

