



FOR IMMEDIATE RELEASE
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SOOPER CREDIT UNION ADDS SPORTS AUTHORITY AS NEWEST SEG

Denver, CO. (August 25, 2009)-Sooper Credit Union announced today that it has added Sports Authority as its newest Select Employee Group (SEG). Sooper Credit Union held a kick off meeting and ATM ribbon cutting last week at the Sports Authority Corporate headquarters in Englewood, Colorado. Sports Authority, a privately held retail sporting goods company, has over 450 stores in 40 states with over 15,000 employees.

Sooper Credit Union now boasts over 450 select employee groups, including King Soopers, City Market, and now Sports Authority. Sooper Credit Union CEO, Dan Kester said, "We are excited about this new partnership and feel it is a great opportunity to provide credit union products and services to Sports Authority employees in Colorado and across the nation." I know it will be a great partnership going forward and we will make every effort to ensure that."



CFO, Steve Davis, EVP of Operations, Darrell Mann, CEO, Dan Kester, Manager of Events & Project Planning for Sports Authority, Micki Luna, VP of Marketing and Sales, Donna Ogorek and Director of Business Development, Steve Quintana attend the ATM ribbon cutting and Kick Off Event at Sports Authority.

About Sooper Credit Union:

Sooper Credit Union serves members in four principal states - Colorado, Wyoming, Utah and New Mexico. A wide range of services are offered, including savings, checking accounts, and investment plans, lending programs and "convenience" services. Sooper Credit Union offers business services including business checking accounts, money market accounts, CD's, and loans. To open an account or to inquire about the range of products and services available, call 303-427-5005, toll-free 1-888-SOOPER-1 or visit soopercu.org.

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