

NEWS RELEASE

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NEFCU RECEIVES 2011 HIA-LI BUSINESS ACHIEVEMENT AWARD

Westbury, NY August 22, 2011 – NEFCU, a premiere credit union serving Long Island for over 70 years, was recently named a recipient of the Business Achievement Award in the “Innovation Category” from the Hauppauge Industrial Association–Long Island (HIA-LI) and will be honored at their 17th annual Award Ceremony. A panel of judges, assembled by HIA-LI, chose NEFCU from a large group of Long Island–based businesses through an extensive and rigorous selection process, for the Credit Union’s industry leadership, positive employee relations and the work they have done in the Suffolk County community since NEFCU’s expanded community charter.

“We are truly honored to receive this award from HIA-LI,” said Eileen Nolan, SVP, Chief Branding Officer for NEFCU. “Receiving this award of the public’s recognition for the strong commitment that NEFCU has shown for the continued growth of the Long Island business community is greatly appreciated. Serving our local communities has always been paramount to NEFCU...It’s nice to be acknowledged for our work, especially now with our extended service outreach into Suffolk County.”

NEFCU will be presented with a plaque at the Business Achievement Awards ceremony held on Tuesday, September 13th at the Crest Hollow Country Club in Woodbury, NY, with approximately 400 businesspersons and government officials in attendance.

“HIA-LI is pleased to recognize NEFCU with our Business Achievement Award in the ‘Innovation Category,’ ” said Terri Alessi-Micelli, President of HIA-LI. “The HIA-LI Business Achievement Awards are the highest recognition possible for Long Island-based businesses. In fact, we believe that the winners of these awards are among the best-run companies on Long Island.”

About HIA-LI

HIA-LI helps Long Island businesses prosper. For over 30 years, we have been the recognized voice for business on Long Island and a powerful force and economic engine for regional development. We provide a forum for business leaders to network, problem solve and obtain advice on critical issues facing their businesses. Our member companies represent tens of thousands of business professionals. We’re headquartered in and support one of the largest industrial parks in the United States. HIA-LI programs and events promote strategic partnerships, targeted networking, information sharing and business advocacy. Members benefit from our committees, educational programs, career resources, research capabilities, mentoring opportunities and business advisory services. For more information, visit <http://www.hia-li.org> or call 631-543-5355.

About NEFCU

NEFCU is one of Long Island’s leading not-for-profit full-service financial institutions that proudly offers its affordable banking services to all Long Islanders. With over \$1.5 billion in assets and over 158,000 members, NEFCU is headquartered in Westbury, NY and has branches and a shared branch

network throughout Nassau and Suffolk Counties, along with over 43,000 surcharge-free ATMs worldwide. To join NEFCU, eligible members must live, work, worship, attend school, or regularly conduct business in Nassau and/or Suffolk Counties (excluding the townships of East Hampton, Southampton and Shelter Island). Existing NEFCU members may also sponsor immediate family members or household members.

For more information about NEFCU, visit www.MyNEFCU.org, call 516-561-0030 or find us on Facebook <https://www.facebook.com/NEFCU>.

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