



PRESS RELEASE
For immediate release

Dream Job for Gen Y Spokesperson

***Listerhill Credit Union launches
Young & FreeSM Alabama to engage 18-25-year-olds***

(MUSCLE SHOALS, ALABAMA) – Sept. 28, 2009 - Listerhill Credit Union is looking for the voice of Alabama's 18-25 crowd.

"Listerhill Credit Union wants to be part of Gen Y's financial future," said President and CEO Brad Green, "so we're looking for someone to help us connect with this group – a spokesperson who can be the voice for Listerhill Credit Union."

Young & Free Alabama is a web-based effort to address the unique financial needs of 18-25-year-olds. At the website YoungFreeAlabama.com, Listerhill Credit Union will host financial tips and money management strategies relevant to Gen Y.

The Young & Free spokesperson for a full year will attend events and keep YoungFreeAlabama.com fresh with video, blogs and polls that educate, entertain and engage his or her peers.

Online voting determines the winning applicant.

"We need someone who's creative, energetic and outgoing, someone who can use social media to connect with their peers, get involved in the community and get conversations started," Green said.

Interested 18-25-year-olds should visit YoungFreeAlabama.com for details and application instructions. Complete applications will include a 60-second video uploaded to YouTube, a blog post and personal information form. Applications will be accepted online through Sunday, Nov. 8, 2009.

“If it’s natural for you to post content to Facebook, Flickr, Twitter and YouTube, then this could be your dream job,” Green said.

Starting today, young people can submit and view spokesperson entries online at YoungFreeAlabama.com.

Listerhill Credit Union has exclusive rights to Young & Free in the state of Alabama. It is the fourth credit union in the world to hold a Young & Free franchise after Servus Credit Union in Alberta, Canada, Texas Dow Employees Credit Union in Lake Jackson, Texas, and South Carolina Federal in Charleston, SC.

About Listerhill Credit Union

Over fifty-five years ago, seven Reynold's Metals employees came together with \$5 each and an idea of creating a credit union that was member-owned and member-focused. Service was their only motivation, which added value to being a member. Value became our tradition. We have grown from an office at Reynold's Metals to 16 branches throughout Northwest Alabama. Today, we serve 12 counties in Northwest Alabama with a full line of financial services. Our purpose and commitment to value has never changed.

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