



Press Release

Who's Who in America's Credit Unions, LLC

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Who's Who in America's Credit Unions Eclipses 3000 Nomination Mark with Still Another Month to go until Nomination Deadline

Birmingham, AL - September 18, 2007: *Who's Who in America's Credit Unions* announced today that it has exceeded the 3000 nomination mark for its inaugural edition of the nationwide credit union reward and recognition program scheduled for 2008. With almost a full month yet to go before the October 15 nomination deadline, *Who's Who* could hit the 10,000 nomination mark if the present pace for nominations being submitted continues.

“The nominations reflect the width and depth of the credit union movement,” said Kirk Cuevas, President and CEO of *Who's Who in America's Credit Unions*, a fully owned subsidiary of Birmingham, Alabama based Dollar Associates, LLC. “The biggest bulk of the nominees are directors and other volunteer leaders, mostly nominated by their CEOs and other volunteer colleagues. However, we've also received over a thousand nominations of CEOs, managers, officers, league officials, trade association leaders and even some prominent legislators and regulators. At this pace, we are convinced that *Who's Who* is going to be a well received prestigious reward program and an extremely valuable publication.”

Nominations are being received through the nomination deadline of October 15, 2007. All credit union CEOs have been mailed nomination forms, as have thousands of other credit union leaders. Nominations can be made online at www.wwacu.org.

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