



FOR IMMEDIATE RELEASE

Media Contact: Keith Metz-Porozni, R/West
keithm@r-west.com / 971-506-7769

**FIRST TECH FEDERAL CREDIT UNION OPENS 2ND “NEW BRANCH DESIGN” IN FT COLLINS
COLORADO**

***Member-Centric Design Showcases First Tech’s Commitment to be its Members’
Financial Partner***

FORT COLLINS, Colo., and MOUNTAIN VIEW, Calif. – December 5, 2014 – This week, [First Tech Federal Credit Union](#) is celebrating the official grand opening its Ft. Collins branch, which recently moved to a new location at 2721 Council Tree Avenue, Suite 128, in Front Range Village. The new branch is the credit union’s second in the country to integrate First Tech’s member-focused branch design, following the successful opening of the flagship location in Bellevue, Washington, last spring.

First Tech has taken a thoughtful and strategic approach in understanding how its members enjoy leveraging its products and services. Based on member feedback they implemented a design that boasts a new layout, eliminating the traditional teller row and allowing members to interact effortlessly by offering a more collaborative and mobile environment.

“When the member walks through the door they will be greeted at the Relationship Center, a more flexible and comfortable environment designed for members and financial reps to conduct face-to-face conversations,” said Brad Calhoun, senior vice president, retail. “For the more complex financial conversations, such as home loans or investment portfolios, we have four privacy suites where members can feel safe and secure discussing their respective financial needs with qualified professionals.”

First Tech Fort Collins offers the same banking, borrowing, investment and insurance services as at its previous location; however, the new layout enables First Tech’s reps to build a stronger rapport with members from the moment they walk in the door to ensure that First Tech is being a true financial partner with its members.

“We first featured this new branch design at our Bellevue location and received a positive response from members,” said Stephen Owen, chief retail and marketing officer. “Members who utilize our Bellevue branch have a higher than average loyalty score with 84% member satisfaction, versus 73% satisfaction at other First Tech branches. In addition, our Bellevue employees open a new product or service for 47% of branch visitors. In comparison, our other First Tech branches open new products or services for 8% of visitors. This reinforces the fact that First Tech’s new consultative approach is effective and why we are implementing it in Fort Collins.”

A third branch featuring this new design is planned to open in San Jose, California, in early 2015.

About First Tech Federal Credit Union

First Tech Federal Credit Union is a \$7 billion institution headquartered in Mountain View, Calif. It is the nation’s premier credit union serving the world’s leading technology-oriented companies and their employees, including HP, Microsoft, Agilent, Intel, CISCO, Amazon, Nike, CH2M Hill, Intuit, Google and

more. First Tech is recognized as the industry catalyst for delivering effortless banking experiences to its 380,000 members through its 40 branch locations, more than 5,000 CO-OP Branch locations, 30,000 CO-OP Network ATMs and 286,000 ATMs nationwide. First Tech offers a full range of banking services, including traditional banking, mortgage, financial planning and insurance services. For more information, visit firsttechfed.com.

#