



Media Release

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North Bay Credit Union named in top 50 nationally for Operational Efficiency

SANTA ROSA - "We're proud to be recognized nationally for Operational Efficiency," says Chris Call, CEO. "Running a tight operation not only saves our members money on loans, but also allows us to offer innovative services including cash-back, free-checking accounts."

The Operational Efficiency review was published by the industry publication *CU Today* and conducted by Hoeg & Company. The review compares the total cost of operations relative to the value those operations generate. North Bay CU was named among the top 50 in the nation and one of only five credit unions in California.

"Our members are the owners, and they benefit financially from our efficiency," Call continued, "Without the operational bloat and profit-taking that larger institutions must pass on to customers, we can do more for members. "

North Bay Credit Union has assets of \$90 million and 2,600 members with four branches in Santa Rosa, Healdsburg, Sonoma Valley and Rohnert Park. The credit union offers a complete range of financial services, including student loans, to everyone in the North Bay. Learn more at www.NorthBayCU.com

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