



## **San Antonio Federal Credit Union banks on Freed**

*Fast-growing financial services organization names Houston firm as new agency of record.*

**SUGAR LAND (Aug. 20, 2007)** – San Antonio Federal Credit Union is counting on Freed to keep its growth strong.

**SACU** – one of the nation’s largest credit unions with more than \$2 billion in assets – recently selected Freed as its agency of record to handle print, outdoor and broadcast advertising, promotions, media and web development.

Freed’s first work for SACU centered on promoting the credit union’s branch in Northwest Houston on Beltway 8 near Fallbrook. The campaign – titled “Strength in Numbers” – included direct mail, print and outdoor advertising and specially targeted communications to select community newsletters. The “Strength in Numbers” theme communicates both SACU’s size as well as its competitive rates.

“Freed’s understanding of our unique strengths and creative approach to building our brand in a new market made the agency stand out from others,” said Cheryl Flanagan, senior vice president of marketing for SACU. “We’re extremely pleased with the direction they’ve taken and we’re looking forward to more collaboration.”

The agency has extensive experience in the financial services industry with a historical client list that includes a number of local and regional financial institutions.

### **About Freed Advertising, L.P.**

Freed Advertising, L.P. – founded by Gerald Freed in 1984 – is one of Houston’s most successful independent full-service marketing agencies. For more information, visit the Freed Advertising website at [www.freedadvertising.com](http://www.freedadvertising.com).

### **About San Antonio Federal Credit Union**

San Antonio Federal Credit Union is a \$2.2 billion financial institution and one of the largest credit union lenders in the United States, with 16 branches in San Antonio, one in Houston and a network of more than 100 ATMs. SACU provides a range of lending products to its members, including education, mortgage, home equity and consumer loans. Learn more at [www.sacu.com](http://www.sacu.com).