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**SUN EAST RECOGNIZED AS HIGHEST-RATED  
CREDIT UNION IN DELAWARE COUNTY**

ASTON, Pa. — *Sun East Federal Credit Union* is now the highest rated credit union in Delaware County, according to ratings issued by two prestigious independent financial firms.

Sun East is the only credit union in Delaware County to receive a “Four-Star” rating from the independent financial industry research firm, *Bankrate, Inc.* in North Palm Beach, Fla. Sun East also earned a “Five-Star” rating - the highest rating possible - from *BAUERFINANCIAL Inc.*, a firm in Coral Gables, Fla. that analyzes and reports on the financial conditions of the nation's financial institutions.

These ratings, based on financial profiles reported quarterly to the National Credit Union Administration, indicate the overall health of a financial institution, such as earnings, capital and quality of loan portfolios.

These high ratings are especially satisfying to Sun East due to a series of calculated and aggressive measures taken by the organization’s senior management and board of directors designed to accelerate growth in all key financial categories. According to Michael J. Kaczenski, who became the President/CEO of Sun East in 2001, the credit union initiated some dramatic changes to establish itself as a major presence in the tri-state area’s financial scene.

“Due to the slow economy, the general mindset of the financial community in the early years of this decade was to reduce operating expenses and cut staff,” said Kaczenski, who spent 13 years within the Sun East organization prior to becoming the CEO. “We decided that it was in our best interest as an organization to invest heavily in our infrastructure.”

In 2001, Sun East began a period of unprecedented change and, in the process, laid the groundwork for extraordinary growth. Throughout the past 3 1/2 years, the organization established four full-service branches, upgraded its operating system, enhanced its remote delivery capabilities and dramatically revamped its product offerings. Perhaps the largest change for Sun East, however, was its rededication to strengthening its service culture.

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## HIGHEST RATINGS ADD ONE

According to Kaczenski, getting the right people on board and assembling a dynamic group of professionals was critical.

“The strength of this organization has been, and will continue to be, the high level of service we provide to our membership,” said Kaczenski. “As we expanded the scope and depth of our service culture, and refocused some of our priorities, it became essential to find talented individuals who bought into our vision and had the drive to help us elevate this organization even further.”

Recognition by BauerFinancial Inc. and Bankrate, Inc. further validates Sun East’s aggressive measures and commitment to change. Since 2001, Sun East has experienced asset growth in excess of 27 percent, and is on course to surpass the \$300-million mark as early as the 1st Quarter 2006. A continued commitment to lending has resulted in a loan-to-share ratio that is greater than 93.5 percent, and a ranking that designates Sun East as a “High Performer” in the nation (*Source: Raddon Financial Group*). In fact, CUNA Mortgage Group, a national credit union financial services provider, recently recognized Sun East’s Mortgage program for shattering volume records in the 3<sup>rd</sup> Quarter 2005.

“The decisiveness and dedication exhibited by Sun East’s Board of Directors and talented staff is now reflected in our financials,” said Kaczenski. “And while we are enjoying our recent success, we are also continually raising the bar – the status quo is unacceptable.”

In 2006 and beyond, Sun East will continue to expand its product line, improve its servicing culture, and continue to explore ways to grow in all key categories.

“Innovative products, cutting-edge technology and committed people bringing it all together – that’s what Sun East is all about,” concluded Kaczenski.

Sun East has indeed emerged into its slogan, “Everything Financial.”

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**EDITOR’S NOTE:** For more information about the independent firms that rated Sun East Credit Union, log onto [www.bankrate.ca](http://www.bankrate.ca) for BankRate.com, [www.bauerfinancial.com](http://www.bauerfinancial.com) for BauerFinancial, Inc., and [www.raddon.com](http://www.raddon.com) for Raddon Financial Group.