



## FOR IMMEDIATE RELEASE

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## SB1 FEDERAL CREDIT UNION TO REBRAND AS ARDENT CREDIT UNION

*40-Year-Old Greater Philadelphia Federal Credit Union to Officially Make the Change on June 14, 2016*

**PHILADELPHIA, Pennsylvania (May 17, 2016)** – Sb1 Federal Credit Union, an established credit union with a rich 40-year history of serving the Greater Philadelphia region, will open their doors as Ardent Credit Union on June 14, 2016. Since the launch of the company in 1977, Sb1 Federal Credit Union has been committed to exceeding members' expectations and maintaining financial strength through the delivery of high quality banking products, information, and service. Subsequent to their rebranding, Ardent Credit Union will continue to uphold those same standards with a refreshed mission, name, and look.

"Ardent is a name that's about passion", says Rob Werner, President/CEO of Sb1 Federal Credit Union. "It reflects our spirit and drive to serve our members and connects us to our proud Philadelphia roots. The name Ardent stands for everything banking should be—passionate, caring, and intensely devoted to the people we serve."

Sb1 Federal Credit Union works hard to solve problems for each of their member's unique needs and is always looking for ways to say yes. Their new name will also reflect their entire field of membership and their distinction as a financial institution, as they expand to serve those who live, work, volunteer, or go to school in the five counties in the Philadelphia region.

Recent approval by the National Credit Union Association (NCUA) now makes Sb1 Federal Credit Union, soon to be Ardent Credit Union, a true community-chartered credit union doing business in Philadelphia, Montgomery, Delaware, Bucks and Chester counties.

Customers will soon see exciting new changes in each of these locations, online, and in their wallets. The new tagline, "Grit makes great," truly encompasses all that this rebrand is looking to convey to current and perspective customers.

For more information about Sb1 Federal Credit Union/Ardent Credit Union, please contact Abby Littleton of Neff Associates at 215-627-4747 or [al@neffassociates.com](mailto:al@neffassociates.com).

### ABOUT SB1 FEDERAL CREDIT UNION

As a member-owned financial cooperative originally founded in 1977 by the employees of the SmithKline Corporation, Sb1 has more than \$600 million in total member assets. Sb1 has evolved into a full-service, member-oriented, financial institution servicing anyone who lives, works, volunteers, or attends school in Philadelphia, Bucks, Chester, Delaware, or Montgomery counties. Sb1 offers members a great option, whether looking for higher rates, fewer fees, or a safer place to keep their money. Visit [sb1fcu.org](http://sb1fcu.org), or call 800.806.9465 for more information.

### ABOUT ARDENT CREDIT UNION

Ardent Credit Union, formerly known as Sb1 Federal Credit Union, is a bold, savvy, sophisticated, and hardworking credit union striving to make finances easier and more accessible for its members. With their innovative and unique offerings, they look to benefit members and lead them to long-term success. As a member-owned financial cooperative originally founded in 1977 by the employees of the SmithKline Corporation, Ardent Credit Union has more than \$600 million in total member assets. Ardent Credit Union is headquartered in Philadelphia, PA and serves Philadelphia, Montgomery, Delaware, Bucks and Chester counties. For more information, visit [ArdentCU.org](http://ArdentCU.org) or call 800.806.9465.

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