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FOR IMMEDIATE RELEASE

Colorado and Washington Credit Union CEOs Wager on Sunday's Big Game

Photo of Losing Team's CEO Wearing Opposing Team's Jersey to be Shared on Social Media

GREENWOOD VILLAGE, Colo. (Jan. 28, 2014) – The CEOs of Colorado and Washington's largest credit unions are going head-to-head for this year's Big Game. Bellco's CEO Doug Ferraro (Denver Broncos) and BECU's CEO Benson Porter (Seattle Seahawks) have made a wager dependent on the outcome of Sunday's game. The losing city's CEO will wear the winning city's football team's jersey for a full day. To raise the stakes even higher, photos of the "losing" CEO will be shared across both credit unions' social media platforms.

"The wager is a fun way to engage with my colleague in Seattle," said Ferraro. "Benson and I thought this would be a great way to get in on the competition and share in some fun with our employees and members, besides – I bet he'll look great in orange."

Both Ferraro and Porter believe the bet was a great way for Bellco and BECU to demonstrate the friendly, competitive spirit of credit unions while going head-to-head: the Mile High City vs. the Emerald City.

"Our credit unions have a long history of coming together, and in the spirit of celebration, this is another way of uniting two great cities. I wish Doug and the Broncos the best of luck," said Porter. "Since I do not like the way I look in orange, I look forward to seeing Doug wearing a Seahawks jersey."

The Big Game is set for Sunday, Feb. 2, 2014, in New Jersey. Check out the friendly social media discourse between the two credit unions on Twitter: [@Bellco_CU](#), [@BECU](#), and on Facebook: [Bellco](#), [BECU](#) and make sure to visit on the day of the winning team's victory parade to see the "losing" CEO in the other team's jersey.

About Bellco

Bellco is one of Colorado's largest financial institutions, with more than \$2.4 billion in assets and 20 branches in Colorado. Founded in 1936, Bellco offers a full range of financial products and services including mortgages, auto loans and checking accounts. Today, Bellco has more than 226,000 customers who benefit from the advantages of a credit union, including lower interest rates on loans, higher yields on savings and access to thousands of surcharge-free ATMs nationwide. Bellco actively supports the community by donating funds and employee volunteer hours to many Denver-area and Grand Junction organizations. "Like" Bellco on Facebook or "follow" [@Bellco_CU](#) on Twitter. Bellco is federally insured by NCUA and an Equal Housing Lender.

About BECU

BECU is a not-for-profit, member-owned credit union. Profits are returned to members in the form of better rates and fewer fees. With more than 825,000 members and \$11.5 billion in

assets, BECU is the largest credit union in Washington and one of the top five financial cooperatives in the country. BECU currently operates over 40 locations in the Puget Sound region. Founded in 1935, BECU was formed to provide a banking alternative for the employees of The Boeing Company. Today, all Washington state residents are eligible to join. For more information, please visit www.becu.org.

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