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**FOR IMMEDIATE RELEASE**

**Bellco Enhances Customers' Online Experience with Redesigned Website**

*New website features easy-to-use navigation, educational tools for consumers and a focus on Bellco's community involvement*

**GREENWOOD VILLAGE, Colo. (May 9, 2012)** – [Bellco](#) today announced the launch of its new website, designed to make the online experience easier, more intuitive and more informative for its more than 200,000 customers. The primary features of the site include simpler navigation; four main categories – Personal, Business, Educate Yourself and Community; and the ability to open an account or apply for a loan directly from the homepage.

The new “Educate Yourself” section of the site offers tips and resources related to a wide variety of financial service topics ranging from auto loans and credit scores to budgeting/planning and fraud prevention, and a new “Community” section highlights Bellco’s philanthropic involvement initiatives and links directly to its community website, [www.bellcoqivesback.org](http://www.bellcoqivesback.org).

In addition, both personal and business banking customers will be able to log in to Online Banking directly from Bellco’s new homepage. Both personal and business Online Banking will retain all of their previous features; however, both sites have a new look that incorporates the design of the website.

“At Bellco, our goal is to provide our customers with the best possible banking experience, whether it’s in our physical branches or online,” said Sandra Sagehorn-Elliott, Senior Vice President and Chief Operating Officer for Bellco. “Our new website helps us to accomplish this goal by making it easier for customers to find the information they need online when they need it.”

**About Bellco Credit Union**

Bellco is one of Colorado’s largest financial institutions, with over \$2 billion in assets, more than 350 employees and 17 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 200,000 members and over 1,000 Select Employee Groups 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. 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](#).

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