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For Immediate Release

South Carolina Federal Credit Union
Announces Strategic Expansion And Branding Initiatives

Top 100 Credit Union Selects Consultants and Builders, Inc.
As Design/Build/Brand Partner

NORTH CHARLESTON, South Carolina, August 30, 2005 - South Carolina Federal Credit Union today announced that it has launched initiatives to develop and enhance its brand image while simultaneously building and renovating facilities to meet member needs. The credit union also announced that it has partnered with Duluth, Georgia-based Consultants and Builders, Inc. (CBI) to execute these initiatives.

The credit union's strategic expansion plans are significant, involving not only the renovation of its existing 50,000 square foot headquarters facility on Rivers Avenue in North Charleston, but also the construction and/or renovation of additional buildings on the lots adjacent to its headquarters to achieve a 100,000+ square foot campus environment. South Carolina Federal also plans the addition and/or renovation of multiple branches over the next two years to serve the needs of its growing membership.

South Carolina Federal Credit Union, which has enjoyed tremendous growth over the past 10 years, reached over \$1 billion in assets in 2004. One of the top 100 credit unions in the country, South Carolina Federal attributes its success to many factors – a wide selection of products and services, significant expansion (the credit union now has 18 branches and more than 60 ATMs), dedicated and experienced service staff, and especially its 140,000 members for their trust and loyalty over the years.

Consultants and Builders, a leading design/build/brand firm focusing exclusively on the financial services market, has also enjoyed significant growth in recent years. Achieving double digit growth

for each of the past five years, the company was recently named one of the 50 fastest growing, privately-held companies in Atlanta. CBI has been retained by South Carolina Federal to not only design and build its facilities, but also to assist the credit union in identifying, assessing and developing a brand strategy. CBI's branding and retail delivery experts have provided branding, merchandising, and public relations consultation and program development for financial institutions across the country.

Over the past six months, the credit union conducted a thorough and comprehensive search to identify the best-suited design/build/brand partner, evaluating nearly 20 firms in the process. According to Scott Woods, President and CEO of South Carolina Federal Credit Union, the search was "exhaustive, but necessary" to ensure their new partner had not only the skills and experience necessary to perform the work, but who also shared the same values and culture as the credit union. "Consultants and Builders clearly demonstrated their ability to successfully execute projects of significant scope, complexity and magnitude such as ours." Woods continued, "However, of equal importance to us was the cultural fit between our two teams. Having now selected CBI as our partner, we plan to begin work immediately on our expansion plans and are looking forward to the continued growth and success of both our firms."

"South Carolina Federal was looking for a partner who could not only design and build their facilities, but also incorporate the branding process into their strategic facilities expansion and renovation plans," said Tyler Williams, Executive Vice President of CBI. "The expertise of the CBI team aligned beautifully with South Carolina Federal's needs. What's more, CBI's proven track record of exceptional customer service is truly unmatched in the industry. Our repeat business ratio is over 80% which gives CBI a competitive edge over many other players in this market." Williams concluded, "We are thrilled and most proud to have received this incredible opportunity. We will work diligently to ensure South Carolina Federal Credit Union's strategic growth initiatives are a huge success."

About S.C. Federal

South Carolina Federal Credit Union, headquartered in Charleston, is one of the 100 largest credit unions in the United States. More than 140,000 members own and belong to the nonprofit financial cooperative, which has more than \$1 billion in assets. S.C. Federal is a community-chartered credit union. Anyone who lives, works, worships or attends school in Dorchester, Berkeley, Charleston, Orangeburg, Clarendon, Calhoun or Georgetown counties, as well as specific census tracts covering most of the Columbia area, is eligible to join. S.C. Federal has 18 branches and more than 60 ATMs throughout Charleston, Georgetown, St. Matthews and Columbia. More information can be found at www.scfederal.org.

About CBI

Consultants and Builders, Inc. (CBI) is a design-build firm focusing exclusively on the development of financial institutions within the Southeastern United States. Established in 1986, the company is headquartered in Duluth, Georgia, an Atlanta suburb, and offers a wide range of services including facility design, interior design, and construction as well as branding and retail delivery services. For more information, visit www.consultantsandbuilders.com.

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