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For Immediate Release

South Carolina Federal Credit Union Opens New Branch Facility

Designed with member convenience in mind, branch conveys new brand look and feel

MANNING, South Carolina, February 26, 2007 – South Carolina Federal Credit Union has reason to celebrate. The credit union recently launched a major new re-branding initiative and also opened its doors to a new branch facility which incorporates elements of the new brand. The grand opening ceremony for the branch was held on Wednesday, February 21st. The new one-story, 4,100 square foot facility is located at 297 West Boyce Street in Manning, South Carolina.

“We’re thrilled to be in this new branch, where we can better serve current members and members to come,” said Scott Woods, President/CEO, South Carolina Federal Credit Union. “Nearly 600 members joined us before we were open officially, and we’re confident they will benefit from this advanced technology environment that puts their convenience at the forefront of every interaction.”

The new branch facility exemplifies what South Carolina Federal Credit Union’s new brand theme, “Life Simplified,” is all about. Consultants & Builders, Inc. (CBI) created a comfortable environment for the Manning branch that would simplify its members’ lives and keep them one step ahead of life’s many challenges. The interior is a brightly colored, retail environment. A circular member service center is located directly in front of the vestibule doors with three plasma screens suspended from the ceiling to display marketing messages. Large five foot banners suspended from cables also capture members’ attention to identify South Carolina Federal’s products and services. An employee from the member service center can approach a member to provide personnel service.

The large curvilinear open space also provides members with a self-service area and a transaction area. Within the self-serve environment, members can use a coin counter, a shredder machine, a computer for internet banking or sit in lounge chairs to review products, services and entertainment on the plasma screen while drinking complimentary coffee.

Adjacent to the self-service area are two business service representatives. Large interior windows with cased openings provide excellent visibility into the open sales floors. Each office has free standing desks that break the employee/member barrier. Monitors were placed on rotating arms for ease of reviewing information.

South Carolina Federal Credit Union chose Consultants & Builders, Inc., a Duluth, Georgia-based design/build/brand firm that focuses exclusively on the financial services market, as its partner. “South Carolina Federal’s re-branding initiative and facility design is leading edge. They are raising the bar for retail delivery of financial services in the growing low country area and we are extremely proud of our partnership with them. Their dedication to understanding and simplifying their members’ financial lives is certainly impressive and we appreciate the opportunity to continue our relationship with them as we embark on designing and building new branches in additional cities,” said Mark Maness, Executive Vice President, Consultants & Builders, Inc. (CBI).

About South Carolina Federal Credit Union

South Carolina Federal Credit Union, headquartered in North 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. South Carolina 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, and most of the Columbia area, is eligible to join. South Carolina Federal has 23 branches and more than 60 ATMs throughout Charleston, Georgetown, St. Matthews, Orangeburg, Manning and Columbia. For more information, visit scfederal.org.

About Consultants & Builders, Inc.

Consultants & 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.

For more information, contact:

Anne Smith

Director of Marketing

Consultants & Builders, Inc.

(770) 729-8183

anne.smith@consultantsandbuilders.com