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FOR IMMEDIATE RELEASE

Filene Welcomes Belvoir Federal's CMO to Prestigious i³ Innovation Program

Woodbridge, VA, September 24, 2014 — Filene Research Institute welcomes Belvoir Federal's Chief Marketing Officer (CMO), Jason Lindstrom, to its i³ innovation program, which fosters the development of new ideas and innovations for credit unions.

Jason, who will serve a two-year term, joins 19 other executives from credit unions and credit union service organizations across the United States and Canada. The 2014 i³ program will begin at Filene's big. bright. minds. event November of this year at the University of Arizona. The 2014 team will partake in four six-month innovation cycles, two in-person meetings annually, weekly calls, and follow the proven *Filene Method* to create novel ideas to propel credit unions into the future.

"These executives join i³ at a point in our movement's history where innovation is critical," states Andrew Dowin, innovation director at Filene. "Credit Unions face non-traditional competitors, disruptive technologies, and increasing demands from consumers. This perfect storm... requires our industry adopt innovative thinking."

The i³ program, which was founded in 2004, has improved the financial lives of millions of consumers and saved credit unions millions of dollars. Epic concepts were tested through Filene's innovation lab, including Prize-linked Savings, Debit in Focus/SavvyMoney, Savings Revolution, Just4You, and eBrochure/Leaflet.

"I am extremely honored to be chosen for the prestigious Filene i³ program. I look forward to working with other credit union professionals and cannot wait to get started," stated Jason.

Patricia Kimmel, Belvoir Federal's CEO, stated, "Filene's elite i³ program is a think tank that captivates next generation leaders, organizes them, and challenges them to devise solutions for the finance industry's most staggering problems which in turn helps credit union members everywhere. We are excited to have Jason on the 2014 i³ team and we look forward to what they can develop for the credit union movement."

About Filene

Filene Research Institute is an independent, consumer finance think and do tank dedicated to scientific and thoughtful analysis about issues affecting the future of credit unions, retail banking, and cooperative finance. Filene is a 501(c)(3) nonprofit organization. Nearly 1,000 members make the nonprofit's research, innovation, and impact programs possible.

About Belvoir Federal Credit Union

Belvoir Federal is a member-owned, full-service financial institution that provides the foundation for the financial success of our Members. Belvoir Federal, a not-for-profit organization, has served the Fort Belvoir and U.S. Armed Forces community since 1946 and named 2014 Best Places to Work in Virginia. For more information about Belvoir Federal, please visit www.BelvoirCreditUnion.org.

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