



Experience the Advantage

Contact:

Janet Veach, Marketing Administrator 4308
West Main | Kalamazoo, MI 49006
844.238.4228, x 1443 | www.adviacu.org

July 29, 2016

For Immediate Release:

It's Official! Mid America Bank becomes Advia Credit Union August 1

Acquisition to Expand Wisconsin and Illinois branch locations and field of membership

Staying true to its mission, Advia Credit Union is excited to announce that it will soon be providing financial advantages to thousands of new members with the official approval and acquisition of Mid America Bank, a Wisconsin based bank headquartered in Janesville with additional locations in Williams Bay, Waukesha, and Madison.

In February of this year, the Board of Directors of Advia Credit Union announced that they had signed a definitive agreement to acquire Mid America Bank. That intention will become reality on August 1 when Advia's field of membership is expanded to include the following counties, serving anyone who works or lives in: Dane (WI), Milwaukee (WI), Waukesha (WI), Jefferson (WI), Green (WI), Rock (WI), Walworth (WI), and Winnebago (IL).

Mike Jones, President and CEO of Mid America Bank, has accepted the position of Regional Vice President of the Wisconsin and Illinois region for Advia Credit Union. He will oversee a region that includes a total of 6 branches located in Williams Bay, Waukesha, Madison, Beloit and Janesville, WI; and North Central Illinois (Rockton). Plans are also underway for an anticipated full branch expansion in Waukesha and Madison, WI.

In addition to an expanded membership, 20 staff members will be making the transition from Mid America Bank to Advia Credit Union. "It is an exciting time for us as we continue to grow and expand our field of membership and our Advia team, and strengthen our commitment within Wisconsin," says Cheryl DeBoer, President and CEO of Advia Credit Union. "We are 100 percent committed to providing a smooth transition for our new members."

Key Timeline

- **August 1, 2016** – official acquisition of Mid America Bank by Advia Credit Union; building signs will change to reflect updated Advia Credit Union name.
- **Early October**– systems Integration will be completed, combining both member operating systems.
- **Following Systems Integration** – integrate current branch operations and expand full service locations in Waukesha and Madison.

Along with expanded financial products and services and expanded branch locations to serve its members, Advia is committed to advancing lives in its communities by enhancing financial literacy, furthering education and improving quality of life for residents living within its service areas, which will extend to its new Wisconsin communities.

Currently ranked in the top 3 percent in the nation among credit unions, on August 1 Advia Credit Union will have approximately \$1.3 billion in assets, 130,000 members in three states, 400 employees, and 26 branch locations. Deposits are federal insured up to \$250,000 by NCUA.

About Advia Credit Union

Designated one of the 101 Best & Brightest Companies to Work for in 2016, Advia Credit Union's mission is to provide financial advantages to its members. With \$1.3 billion in assets, Advia seeks to provide the quickest and easiest solutions available to maximize the financial value to nearly 130,000 members in Michigan, Wisconsin and Illinois. Advia's team of over 400 professionals deliver excellent service and innovative financial products at 26 branch locations via digital and mobile platforms. Advia is guided by its core values: driving progress, acting with integrity, building and strengthening relationships. Experience the advantage by visiting www.adviacu.org.

550 South Riverview Drive | Parchment, MI 49004 | TF 866-993-2328 | F 269-382-9857

www.adviacu.org