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Growth Powers Even Greater Local Commitment as Peoples Bank becomes Advia Credit Union *Official Partnership Completed September 1, 2017*

Peoples Bank (Elkhorn, WI) has officially become Advia Credit Union on September 1, 2017. Now providing membership eligibility to the entire nine (9) southeastern counties of Wisconsin, the former Peoples Bank anticipates significant expansion opportunity as Advia Credit Union in both commercial financial services as well as serving individuals in the area with competitive deposit options, lending and digital access.

“We know that this means great things for those served by Peoples Bank, including competitive returns and opportunities for our customers, employees and communities,” said Tom Oehler, President and CEO of the former Peoples Bank. “Growth and long-term sustainability for those we serve was our goal in this acquisition, and Advia is very well positioned to provide that. The names on our buildings have changed, but those of the team committed to serving our communities have not. We feel that aspect is important to continued service to our clients and communities,” stated Oehler.

The customers of the former Peoples Bank will now immediately enjoy expanded access to a growing list of locations in Advia’s multi-state footprint that includes Wisconsin, Illinois and Michigan.

“This is such an exciting day for Advia Credit Union as our team join forces with those of Peoples Bank. Our goal is to complement each other’s areas of expertise in serving area families and businesses,” says Cheryl DeBoer, Advia’s President and CEO. “For all members we serve, we want their experience to be easy and simple with access to financial tools that save them time and money. This growth for our credit union into Southeastern Wisconsin is a wonderful example of how we’re working to reach our goal and live to our mission of providing financial advantages.”

Advia now serves over 140,000 members with 28 branches in Michigan, Illinois and Wisconsin. In Wisconsin and Illinois, there will be a total of 10 branches in Beloit, Janesville, Williams Bay, Waukesha, Elkhorn, Silver Lake, Burlington, WI, and Rockton (North Central Illinois).

Currently ranked in the top 3 percent in the nation among credit unions, Advia now has approximately \$1.5 Billion in assets and over 400 employees. In addition to continued expanding branch locations, Advia also participates in shared branching networks nationally and provides over 30,000 Surcharge-Free ATM locations through CO-OP Network and select additional retail outlets in Michigan and Wisconsin.

About the former Peoples Bank – The former Peoples Bank had approximately \$230 Million in assets, 60 employees and 4 locations in Elkhorn, Burlington and Silver Lake, Wisconsin.

About Advia Credit Union - Advia Credit Union’s mission is to provide financial advantages to its members. With \$1.5 billion in assets, Advia seeks to provide quick and easy access to money and time-saving financial tools to over 140,000 members in Michigan, Wisconsin and Illinois. Advia’s team of over 400 professionals delivers excellent service and innovative products at 28 locations and via digital and mobile platforms. Advia is guided by its core values: driving progress, acting with integrity, building and strengthening relationships and keeping people at the core. Experience the advantage by visiting www.adviacu.org.

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