

For Immediate Release

Addison Avenue Federal Credit Union Chooses SuggestionBox.com to Enhance Customer Relations

“Solution enables Addison Avenue to extend their already strong commitment to customer excellence and satisfaction”

Palo Alto, Calif. (July 29, 2008) – Addison Avenue Federal Credit Union, one of the nation’s most innovative credit unions--with over twenty branches in ten states and Puerto Rico, and 400+ employees serving over 140,000 members around the world through online channels--today announced that they have selected the SuggestionBox.com solution to further enhance and demonstrate their commitment to excellence in member service. SuggestionBox.com is the world's first centralized place for customers to send and track suggestions to any company.

“Our brand promise is We Listen, You Prosper. Listening and engaging with our customers is the most important thing we can do,” said Benson Porter, president and CEO of Addison Avenue.

“By implementing many of the exciting suggestions and ideas we receive through AddisonAvenue.SuggestionBox.com, we can maintain and enhance our leadership position. All the while letting our customers know that we are 100% committed to them.”

“SuggestionBox.com was founded on the principle that ‘the customer is always bright’, said Jeff Whitton, Founder of SuggestionBox.com. “While customers have great ideas and companies want to listen to what they have to say; there has never been a place where those ideas could easily be submitted and followed – from idea to implementation. We are pleased to have Addison Avenue Federal Credit Union join our growing ranks of subscribers. By using SuggestionBox.com, they send a loud and clear signal that they are serious about understanding their customers.”

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About Addison Avenue Federal Credit Union

Based in Palo Alto, California, Addison Avenue Federal Credit Union is a premier, full-service financial institution serving 140,000 members nationwide. With the largest financial services division in the industry and more than \$2 billion in assets, Addison Avenue offers an unprecedented range of services to employees and family members of sponsor companies throughout the continental United States and Puerto Rico. For more information, please visit: <https://addisonavenue.com>.

About SuggestionBox.com

SuggestionBox.com is an online solution that helps companies build better relationships with customers. By creating a SuggestionBox page, companies can easily manage their customer relationships by updating the status of each suggestion. Keeping the customer in the loop has never been easier; helping your favorite companies, products, and events is the life of a Suggester. For more information, please visit: <http://www.SuggestionBox.com>

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