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For Immediate Release

Launch CU Named to Newsweek's America's Best Regional Banks and Credit Unions 2025 2nd Year in a Row

Merritt Island, Florida (March 13, 2025)

Launch Credit Union announced that for the 2nd year in a row, it is recognized as one of America's Best Regional Credit Unions for 2025 by Newsweek and Plant-A Insights Group.

This study examined all regional banks and credit unions across the U.S. They selected Banks and Credit Unions based on indicators of financial health, operational performance, and metrics pointing toward long-term stability. Only institutions with positive profitability, creditworthiness, healthy lending capacity and institutions operating in fewer than 30 states were included in this analysis.

The analysis was supported by an extensive large-scale independent customer survey of over 71,000 U.S. residents. This survey aimed to capture their experiences across 12 categories using 52 items. Over 845,000 reviews of regional banks and credit unions were collected, spanning all states.

In addition, more than 1.9 million social media reviews and 129 million app store reviews from Apple and Google Play were programmatically gathered to assist with the scoring. Only banks and credit unions that ranked in the top 50th percentile of scorers within their respective HQ states were included in the list of ranked institutions.

"Being named to the America's Best Regional Credit Unions for 2025 by Newsweek, and earning a 5 Star Rating is quite an accomplishment, however, we have always strived to be the best for our members here locally," says VP Marketing Kelly Haskins. "Serving our members' needs with the highest level of services and compassion is just what we do every day."

Established in 1963, Launch Credit Union is a full-service credit union, with seventeen branches located in Brevard and Volusia counties. Launch CU has \$1.4 Billion in assets with 80,000 members. Membership is open to all who live, work, worship or attend school in Brevard, Volusia, Seminole, Orange, Flagler or Osceola. Launch CU is CDFI certified and named to Best Regional Credit Unions 2025 by Newsweek and Plant-A Insights Group. Launch CU is dedicated to living our Core Values of Integrity,

Respect, Diversity, Teamwork, Service and Value. For more information about Launch Credit Union, please visit Launchcu.com or call (321) 455-9400.

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