

Liberty Horizons

★ A QUARTERLY PUBLICATION FOR MEMBERS OF LIBERTY SAVINGS FEDERAL CREDIT UNION ★ Winter 2010 ★



Liberty Savings FCU Opens New Branch in Union City



Liberty Savings FCU recently opened its third branch. Our latest branch is located at 108 48th Street in Union City.

The branch is strategically located in northern Hudson County to serve our growing membership in that area. A Grand Opening celebration was held on October 6 and was attended by LSFCU members, management and staff.

"We are proud to have this opportunity to expand our presence in Hudson County. Despite the current economic climate, LSFCU continues to serve our members by offering the most competitive products and benefits of any financial institution in the area," said Jim Miller, Sr., LSFCU's President & CEO. ★



Our New Branch in Union City is open Monday – Thursday from 10-5, Friday from 10-7, and Saturday from 9-1

PRESIDENT'S MESSAGE

Dear Members:

Where did the year go? It's hard to believe that it's 2010 already.

We all know that 2009 was a year that presented us with unprecedented challenges. The economy is in the midst of the worst recession since the Great Depression, banks are being shut down, there is a high level of unemployment and people are understandably concerned about the future. Well, here's the good news – despite all of this, Liberty Savings Federal Credit Union remains viable and more willing and able to help you than ever before in our history. Don't get me wrong, 2009 was challenging for us as well. I'm thankful to have a dedicated staff that works very hard to ensure that the financial needs of our members are taken care of.

That being said, I hope that all of you realize the tremendous benefits that your membership at LSFCU offers. While banks and credit card issuers are tightening the reins, failing to provide much needed loans and raising interest rates and fees for their services, LSFCU has decided to go in a different direction. We continue to provide loans for our members. In addition, we have the most competitive interest rates on deposit products, loans and credit cards.

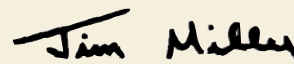
We are always striving to improve our product portfolio, operations and to provide financial literacy education to our members. I recommend that you take a look at all of the resources that are available on our website, www.LSFCU.org.

In 2009, we began to offer student loans as part of our new S.M.A.R.T. student account package. We rolled out a new debt management tool called Debt in Focus. We entered into a partnership to offer cost savings to employers through the BizPlan product. We put ATMs in all of our branches and opened another branch in Union City!

We want to be your primary financial institution. We want to be the one that you go to when you need assistance. We want to help educate you and your families on important financial matters. We want to make things more convenient for you. We want to make you feel like you are a part of our credit union family.

Thanks for the privilege of serving you. All the best to you and your families for 2010! ★

Warmest Regards,



Jim Miller
President/CEO



DO YOU HAVE DIRECT DEPOSIT?

That's a great question! Direct deposit is easy, secure, and convenient. Why go through the hassle of having to come into our office and wait on line just to deposit your paycheck?

Save yourself some valuable time and frustration by completing a direct deposit form today!

With today's busy lifestyles, direct deposit is one more way LSFCU is here to help you manage your money faster and easier. ★

LIBERTYLINK ONLINE BANKING OFFERS

24/7 Service

Do you prefer to do your banking in the wee hours of the morning? Can't make it to our branches to transfer money? Then you'll love our online banking service called LibertyLink! Log on to LibertyLink to check on balances, transfer funds between accounts, apply for a loan and even pay your bills with our popular Bill Pay service.

It is quick and easy to sign up for LibertyLink. All you need is your account number and an e-mail address! Get connected today! ★

EMAIL NOTICES TO KEEP YOU INFORMED

With all that's going on here at the credit union—and all that's going on in your life—LSFCU will be using e-mail more often in order to keep our members informed of what's happening. Since this is all about service, you can be assured we're not going to spam you and you can always opt out of our mailings. Sign up for our online banking service, LibertyLink in order to take advantage of e-mail reminders and notices. ★

SECRETS OF MONEY

This section of our website is full of resources for you and your family. The newest one, Debt in Focus, helps you organize your debt and optimize a plan to pay it down. Or try the Anytime Advisor for interactive coaching on checking accounts, credit management, home buying, car buying and other topics. Googolplex is an awesome site dedicated to teaching children of all ages about finances and managing money in a fun interactive environment. Take advantage of these resources; just like Liberty Savings they are here to help! ★



LIBERTY SAVINGS ★ **Federal Credit Union** ★

Phone: 201-659-3900 Fax: 201-659-7623 www.LSFCU.org

Holiday Schedule for 2010

- New Year's Day** Friday January 1, 2010
- MLK, Jr. Day** Monday January 18, 2010
- President's Day** Monday February 15, 2010
- Good Friday** Friday April 2, 2010
- Memorial Day** Monday May 31, 2010
- Independence Day** Monday July 5, 2010
(Regular Saturday hours on Sat 7/3)
- Labor Day** Monday September 6, 2010
- Columbus Day** Monday October 11, 2010
- Veteran's Day** Thursday November 11, 2010
- Thanksgiving** Thurs-Fri November 25-26, 2010
- Christmas Eve** Friday December 24, 2010
(All branches will close at 1:30 PM)
- Christmas Day** Saturday December 25, 2010
- New Year's Eve** Friday December 31, 2010
(All branches will close at 1:30 PM)



ARE YOU PAYING MORE THAN **18% Interest** ON YOUR CREDIT CARDS?



If you have a credit card with a company other than LSFCU, we have an assignment for you! Take out the last statement you received for those cards. Take a look at the Annual Percentage Rate (APR) that you are being charged. If it's higher than 18%, you should apply for a VISA with LSFCU and consider transferring your balances.

Why is 18% the magic number? Glad you asked! The highest interest rate that credit unions can charge on loans (including credit cards) is 18%. That's currently the law.

Did you know that you may be able to obtain an LSFCU VISA with an APR as low as 6%? Some companies charge a late fee to your credit card if you're one day or even one minute late. Liberty Savings has never done that. Some companies change your interest rate because you were late on another card. Liberty Savings has never done that.

Some companies charge fees of \$39.00 for being late and/or one cent over your limit. Liberty Savings has never done that. Stop getting ripped off and apply for a Liberty Savings credit card!

*It costs nothing for you to apply.
Speak with one of our representatives today! ★*



EQUAL HOUSING
LENDER
EQUAL OPPORTUNITY
LENDER



LIBERTY SAVINGS
★ Federal Credit Union ★



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