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PRESS RELEASE

FOR IMMEDIATE RELEASE

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HUDSON HERITAGE FEDERAL CREDIT UNION AND SAMAHA ASSOCIATES FORM STRATEGIC ALLIANCE

Middletown, NY Hudson Heritage Federal Credit Union has contracted with Samaha Associates, a consulting firm specializing in core system search and selection.

“The consultants at Samaha Associates have over 100 years of combined experience in the credit union and banking industries. Their reputation and client list speak for themselves. We’re happy to be working with them,” said Michael Ciriello, President & Chief Executive Officer of Hudson Heritage FCU.

The National Credit Union Administration chartered Hudson Heritage FCU in October 1940 as the Newburgh Teacher's Federal Credit Union. Currently, Hudson Heritage FCU serves over 21,000 members and has assets of over \$230 million. Membership is open to anyone who lives, works, worships, and attends school or volunteers in Ulster, Orange, or Dutchess County. Hudson Heritage FCU is headquartered in Middletown, NY with additional branches in Middletown, Newburgh, Goshen, Harriman, Washingtonville, Montgomery, and New Paltz. Visit www.HHFCU.org to learn more.

Founded in 1997, Samaha Associates exclusively provides expert service and analysis to valued clients within the Financial Industry. They deliver a comprehensive spectrum of consulting services including analysis, planning, implementation and documentation in the Technology and e-Business environments. Their client list features credit unions in every asset class category, with portfolios diverse in both size and complexity. Visit www.ssamaha.com to learn more.

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