



Power Financial Credit Union's Investment Services Division Celebrates 10th Anniversary

--Power Investment Services credits focus on customized solutions and personal service for its success --

PEMBROKE PINES, FL, March 14, 2011 – Power Investment Services, available through CFS* and the Investment Services arm of South Florida's leading credit union, Power Financial Credit Union, today announced it is celebrating its 10th anniversary this month.

"We are entering the 10th year of our business amidst a challenging financial environment," said Doug Brown, Vice President. "Over this last decade, we have experienced various market cycles which has helped us formulate time tested processes enabling us to deliver consistent investment performance for our clients."

According to Brown, despite the economic downturn and challenges that faced most investment firms, Power Investment Services has always been well positioned by offering innovative and critical financial products and services, each personalized for the individual client. "We bring seasoned portfolio management with a great value proposition for our clients," said Brown.

In addition to offering a full range of financial products including Retirement Plans, Mutual Funds, Fixed and Variable Annuities, Full Service Brokerage Services, IRAs, Life Insurance and College 529 Savings Plans, Power Investment Services has always opened its doors to those seeking complimentary assistance too. Highlights of the most popular complimentary services include 401(k) Plan and Asset Allocation Review, Investment Portfolio Review, Retirement Income Planning, IRA Strategies and a benefits review for those under the NextEra/FPL Benefit Program.

"At Power Investment Services, we understand the road can be bumpy at times but in order to reach our clients' financial objectives, staying invested is imperative," said Brown. "At Power Investment Services our professional advice is to remain disciplined as we believe in asset allocation to stay prudent. This has always been the foundation of our investment counseling and will help us to grow and prosper in our next decade of business here in South Florida."

About Power Financial Credit Union

Power Financial Credit Union, a member-owned financial institution, has been serving the South Florida community for more than 55 years. Power Financial Credit Union has 8 branches throughout Miami-Dade, Broward and Palm Beach counties with more than 55,000 members and assets totaling \$480 million. For more information, consumers can call 800-548-5465 or visit www.powerfi.org.

*Non-deposit investment products and services are offered through CUSO Financial Services, L.P. ("CFS"), a registered broker-dealer (Member [FINRA/SIPC](#)) and SEC Registered Investment Advisor. Products offered through CFS: are not NCUA/NCUSIF or otherwise federally insured, are not guarantees or obligations of the credit union, and may involve investment risk including possible loss of principal. Investment Representatives are registered through CFS. Power Financial Credit Union has contracted with CFS to make non-deposit investment products and services available to credit union members.