



April 1, 2025

RE: Name Change Announcement

Dear Valued Member,

First Imperial Credit Union boasts a proud history spanning more than 80 years, rooted in the vision of 15 founding members who united to bring better financial opportunities to our community.

Over the years, we have proudly upheld this guiding philosophy of "People helping people." This principle has been the foundation of everything we do, driving our efforts to deliver exceptional financial services and strengthen the communities we serve.

As we look forward to the future, we are excited to announce that our credit union will be adopting a new name in the Fall of this year as part of our rebranding initiative. This decision reflects our ongoing commitment to serving our members and communities with inclusivity, strength, and pride—values that have defined us for decades.

We want to assure you that this name change does not signal a sale or merger of any kind. Our credit union remains the same trusted financial institution you've relied on for more than 80 years, owned and governed by our members.

This exciting rebranding effort is intended to better represent the diverse communities we serve and the shared values that unite us. While our name may be changing, our mission, leadership, and dedication to your financial well-being remain at the heart of everything we do—because we believe people are the true driving force behind our success.

Thank you for your continued trust and support. We're looking forward to unveiling our new identity in the late summer and sharing this exciting journey with you. For the latest updates on this endeavor, please visit ficu.com.

Sincerely,

Fidel Gonzalez, CCE CCUFC
President/CEO



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