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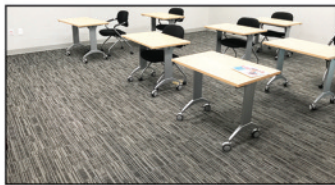


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Riverfront Federal Credit Union Purchases Office Building to House Operations

Riverfront Federal Credit Union (Riverfront) recently announced the purchase of a new office building located at 2609 Keiser Blvd., in Wyomissing, PA 19610. The three-level, 34,000 square-foot building will provide the space needed to continue the success Riverfront has developed over the last 71 years. In addition, it will allow the organization to continue the expansion of the much-needed operations division to support continued growth going forward. The facility will house a 'state of the art' retail branch which will be designed to provide services in a way that everyone will feel comfortable doing their everyday banking, from traditional teller transactions to self-service kiosks. Over the past six years, the new direction started by CEO Tim McLeod has been validated with membership growth recorded through the year ended 2019 at 10.3 percent. More importantly, these new members, along with existing members, helped to grow the credit union's assets considerably at 12.7 percent during the same period.

While the retail branch will be the heart of the new location, the new facility will offer a variety of advantages to the staff, members and also the community. Adjacent to the retail branch, Riverfront is planning to incorporate a full-service café that will be open to the public. "We

believe that the café will serve as a benefit to members and staff alike and at the same time it will provide the opportunity for another locally owned business to grow and prosper," said McLeod.

Aside from the retail space, the lower level will provide a community area that not only provides for the staff's continued professional development, but also offers a comfortable space to host credit union educational seminars and staff training. Additionally, the space will be made available to the community for meetings and training events. The upper level will have the square footage needed for all credit union staff to provide operational support at one location. This will be a great advantage in that it will further streamline the operation and reduce operating costs.

The acquisition of the new building officially closed on Friday, January 3, 2020. D&B Elite has been selected as the principal contractor for the remodel construction.

Founded in 1948 as RDG Reading Federal Credit Union, Riverfront Federal Credit Union is a member-owned financial cooperative open to anyone who lives, works, worships or attends school in Berks County, Pennsylvania or is a legal entity doing business in Berks County. Riverfront FCU's primary objectives are to improve the financial position of each member and make a difference in their neighborhood.

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