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Connexus Credit Union Launches Redesigned Website

Wausau, Wis. (June 28, 2017) – On the evening of June 27, Connexus Credit Union launched its redesigned website, providing users an improved online experience.

This updated version of ConnexusCU.org includes several new features, such as:

- Simplified navigation to make it easier for users to find what they’re looking for
- Responsive layout to offer a consistent experience on any device
- Streamlined content to give users all the information they need
- Contemporary design that provides a modern look and feel

According to Connexus President and CEO, J. David Christenson, the new website provides mobile, tablet, and desktop users with a more accurate representation of Connexus Credit Union.

“Every time a member interacts with Connexus, whether it be in a branch, on the phone, or online, we want their experience to meet a certain standard,” he said. “Our website is a primary channel for reaching both current and prospective members, so the online experience must represent our credit union. Our team and our business partners created a new site that truly brings out the best in Connexus. We could not be happier with the result.”

Connexus partnered with BrownBoots Interactive, a custom website design firm based in Fond du Lac, Wis., to provide assistance building and designing the new website.

The redesigned website can be seen at ConnexusCU.org.

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About Connexus Credit Union – Serving more than 300,000 members across all 50 states, Connexus is a member-focused cooperative with over \$1.6 Billion in assets. Connexus is proud to provide high yields for checking accounts and deposit products, as well as competitive rates for personal, home and auto loans. The Wausau, WI based credit union has been nationally recognized for excellence by Forbes, CNN Money, PC Magazine, AARP, Kiplinger and Bankrate.com. Connexus is committed to helping their members achieve personal financial objectives while anticipating their needs and exceeding their expectations with superior products and services.