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Bull's Eye Credit Union Intention to Merge with Connexus Credit Union

Wisconsin Rapids/Wausau, WI (April 26, 2018) – Bull's Eye Credit Union (Wisconsin Rapids, WI) has announced their intent to merge with Connexus Credit Union (Wausau, WI), pending approval from Bull's Eye Credit Union members and regulators.

The merged credit union will offer its combined 323,000-plus members an enhanced experience by bringing together best practices of both credit unions, including optimizing and expanding member convenience through online and mobile services, call center, branch and ATM locations, as well as diversification of product and service offerings. The credit unions will continue doing business as Connexus Credit Union with combined total assets approaching \$2 billion.

Both organizations are committed to providing exceptional member service, while maintaining the safety and security of members' assets and information. This strategic merger joins two credit unions with very similar values. "From the outstanding products and services to the award-winning Digital Banking platform, this merger brings many benefits to the members of Bull's Eye Credit Union. Inspiring financial dreams one member at a time is our mission, and Connexus Credit Union is a leading organization in that regard," said David Stark, President of Bull's Eye Credit Union.

J. David Christenson, President/CEO of Connexus Credit Union adds, "It is a pleasure to welcome Bull's Eye Credit Union into our Connexus family, and we look forward to serving each and every member and employee, as well as the community. At the heart of this new opportunity is our continued dedication to building relationships, upholding our family values, enriching our company culture, and making a difference in the lives of our members and the communities we serve."

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About Bull's Eye Credit Union – Bull's Eye Credit Union, headquartered in Wisconsin Rapids, WI, has \$150 million in assets and serves more than 18,900 members. Bull's Eye has a rich heritage founded on the premise of a "self-help" philosophy, with a focus on members helping members. The credit union was founded in 1932.

About Connexus Credit Union – Serving more than 305,000 members across all 50 states, Connexus is a member-focused cooperative with over \$1.7 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 their personal financial objectives by anticipating their needs and exceeding their expectations with superior service and products.