

**FOR IMMEDIATE RELEASE**

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**Bull's Eye Credit Union Members Approve Merger with Connexus Credit Union**

**Wisconsin Rapids/Wausau, WI (May 24, 2018)** – Bull's Eye Credit Union (Wisconsin Rapids, WI) announced today that members have voted to approve a merger with Connexus Credit Union (Wausau WI), effective October 1, 2018. Now, pending regulatory approval, the merger could create new opportunities to deliver expanded products, services, and cutting-edge technology to more than 323,000 members nationwide. The merged organizations will continue doing business as Connexus Credit Union, with combined assets approaching \$2 billion.

"I am thankful to our membership for their overwhelming show of support at our Special Meeting yesterday, and in the many conversations we have had over the past month. As the Bull's Eye Board of Directors looked for new ways to enhance member benefits and better serve our local communities, it became clear that ensuring our ability to thrive in the future rested in the opportunity to merge with Connexus. Our members demand and deserve the best possible products, services, and technology, and our Board is proud to be able to offer these things in the near future," says Dave Stark, President of Bull's Eye Credit Union. "Our combined credit union will be stronger and have more ability to return direct financial benefits to our members, as well as provide enhanced products and services. This creates a competitive and innovative financial institution that exists to serve our member-owners above all else."

J. David Christenson, President/CEO of Connexus Credit Union, shares the belief that the combined credit union will continue to focus on bringing long-term value to its members. "Bringing Bull's Eye members and employees into our Connexus family will allow us to continue building financial strength while also serving our local communities in Central Wisconsin." He added, "The merger is really about the future; as the landscape in financial services continues to evolve, this partnership will enable us to continue exceeding expectations for 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.