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## FOR IMMEDIATE RELEASE

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## Hughes Earns Top Award for Coach Sean Miller Commercial

**Tucson, Ariz.,** - Hughes Federal Credit Union received a Diamond Award for the “One Low Rate” television commercial featuring University of Arizona<sup>®</sup> Head Men’s Basketball Coach Sean Miller, from the Credit Union National Association (CUNA) Marketing & Business Development Council, a national network of more than 1,200 credit union professionals.

The Diamond Award is CUNA’s top award, which recognizes outstanding marketing achievements in the credit union industry. Hughes was honored in the category of credit unions in the \$500 million to \$1 billion asset range. This is the fifth consecutive year Hughes has earned this honor for an ad featuring Miller.

“The Diamond Award competition is the most prestigious competition for excellence in marketing and business development in the credit union industry,” said Kellie Terhune Neely, Vice President of Marketing at Hughes Federal Credit Union. “Hughes is honored to have received national recognition for our marketing efforts with Coach Sean Miller for the past five years of our partnership.”

“Hughes Federal Credit Union thanks the Caliber Group and Litter Films for their creative direction, TV commercial and production services. The Credit Union also thanks IMG Sports Marketing and Arizona Athletics for their support and partnership in our marketing efforts,” said Terhune Neely, 2010 CUNA Marketing Professional of the Year.

Award winners were recognized at CUNA’s 22<sup>nd</sup> annual conference held March 25-28 in Las Vegas, NV. To view the award-winning Hughes Federal Credit Union TV commercials visit [YouTube.com/user/HughesFCUAZ](https://www.youtube.com/user/HughesFCUAZ). For more information about Hughes Federal Credit Union, visit [HughesFCU.org](http://HughesFCU.org).

*Established 63 years ago, Hughes Federal Credit Union has more than 85,000 members and \$786 million dollars in assets. The credit union has a “Superior” 5-Star Bauer Financial rating and is one of the strongest financial institutions in the nation. It is also A<sup>+</sup> rated and has been accredited by the Better Business Bureau since 1974. This Credit Union is federally-insured by the National Credit Union Administration. University of Arizona<sup>®</sup> is a trademark of The University of Arizona and is used with permission.*



*Sean Miller  
The University of Arizona® Men's Basketball Head Coach*



*Diamond Award 2015, Television (Single or Series, Hughes Federal Credit Union.*

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