

For Immediate Release

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First Abilene FCU Announces New Name and Brand

After over 60 years of serving the community, First Abilene Federal Credit Union is excited to announce that it is unveiling a new name and brand. The financial institution's new name will be First Watch Credit Union.

This transformation allows the credit union to become connected and identifiable within all 13 counties in which it serves. The credit union has a legacy grounded in healthcare workers, yet as a community credit union, it aims to fulfill its mission and go great lengths to be your financial first responder. Traditionally, the credit union has focused on helping consumers seamlessly navigate all facets of their financial needs, offering simple solutions for their financial well-being. "First watch" is a term that refers to the very first shift of the day. It has a historical tie to the first shift at a hospital and a nod to a farmer tending to his land as the sun rises. At First Watch, the team is hardworking and determined to serve its members well.

"This is a historic day for our credit union, and I can't be more excited about the direction we are heading. We hope you'll join us in our excitement and rest assured that we remain committed to our members and our community," said Board Chairman Doug Hall.

Over the next 10 months First Abilene will transition to First Watch Credit Union. The name change is not the result of a merger or acquisition, and the credit union's full line of products and services will remain the same.

About First Abilene FCU

Established in 1959, First Abilene Federal Credit Union is the oldest community-chartered credit union in Abilene, Texas. Today, it manages \$95 million in assets and serves over 10,000 members throughout Taylor, Haskell, Jones, Shackelford, Stephens, Nolan, Callahan, Eastland, Runnels, Coleman, Brown, Comanche and Erath counties.

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