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FOR IMMEDIATE RELEASE

**FREEDOM FEDERAL CREDIT UNION NAMES CARMEN DAVID MIRABILE
SENIOR VICE PRESIDENT OF MARKETING**

BEL AIR, MD (2/01/2018) - Freedom Federal Credit Union has announced the appointment of Carmen David Mirabile as their new Senior Vice President of Marketing. A seasoned senior-level leader with more than 26 years of marketing and executive level management experience, Mirabile will oversee Freedom's marketing strategy and functions including brand oversight, membership growth, product and service marketing, research and analysis, corporate communications, public relations, business development, and community relations.

Mirabile also comes to Freedom with 15 years' experience specifically within financial services, including credit union marketing and management experience with SECU and Educational Systems Federal Credit Union, where he served as Vice President of Marketing. He also brings valuable experience from other industries including, healthcare, retail, and ad agency to the organization.

"Carmen is a dynamic leader with proven ability in creating high-performing marketing teams that deliver on organizational strategy", said Mike MacPherson, president and CEO of Freedom. "He's an experienced strategist," Mike said, "and brings passion and strong insight from various industries, including within the credit union movement, to our organization. Just as important, he truly embodies the 'people helping people' philosophy that we hold dearly. We're thrilled to have him on board, particularly at a time when more consumers need to understand the credit union difference, the Freedom difference, and choosing to shift away from banks."

Mirabile is assuming the role previously held by Michael Dilworth who is retiring after nearly 15 years with Freedom in April. Dilworth's Marketing career spans 43 years, including Marketing and Communications Senior Management positions with Mid-Atlantic Federal Credit Union, Baltimore Telephone Federal Credit Union (now Atlantic Financial FCU), Aberdeen Proving Ground Federal Credit Union, as well as the Fidelity and Deposit Companies.

"Mike has been a tremendous leader, not only for Freedom, but the entire Credit Union Movement, for so many years", said MacPherson. "He will be sorely missed, and I wish him all the best as he begins this new journey in his life. Carmen obviously has some big shoes to fill, but I am confident that his

experience and unique skillset will be an asset to the credit union as we grow, and continue to fully support our members and the communities we serve”.

A resident of Harford County, MD, Mirabile is a graduate of Loyola University in Maryland and the Leadership Senior Management Program at Emerge, Ltd. in London, UK.

About Freedom Federal Credit Union

Freedom Federal Credit Union is a community-chartered federal credit union offering consumer financial services to those who live, work, volunteer, worship, attend school, or have family in Harford County. Additionally, Freedom offers a full-line of banking services for all businesses, associations, and other organizations that are based in Harford County. Freedom has been in business since 1953 and has five locations throughout Harford County. To learn more, visit freedomfcu.org

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