



For Immediate Release

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LBS Financial Employees and Members Donate Gift of Sight through Lions Club International

Long Beach, CA – July 19, 2010 -- LBS Financial Credit Union partnered with the Lions Club International in late 2009 to encourage members and employees of the Credit Union to donate used eyeglasses, cell phones and hearing aids. The items donated are used by the Lions Club International's Recycle for Sight Program. As of June 2010, LBS Financial's members and employees have donated over 1,240 eyeglasses, 107 cell phones and 16 hearing aids.

Throughout the year, Lions collect used eyeglasses and deliver them to regional Lions Eyeglass Recycling Centers (LERCs). LERC volunteers clean, sort by prescription strength and package the glasses. Recycled glasses are distributed to people in need in foreign countries where they will have the greatest impact. Cell phones and hearing aids are also cleaned and repackaged for use.

The Credit Union focuses on adding value to the neighborhoods they serve throughout the year with volunteer activities and charitable donations. Employees of the Credit Union have been very generous in supporting different programs to help the community, including an annual donation to a select local non-profit group during the holidays each year.

"The Lions Club International's Recycle for Sight Program is a cause that everyone can easily support," said President and CEO of LBS Financial, Jeff Napper. "It doesn't require our staff or members to buy anything; just look for eyeglasses and other items they no longer use. Through this program, we are able to give the precious gift of sight to people in other countries."

Members and the public may visit any of LBS Financial Credit Union's six branch offices to make a donation to the Lions Club International during 2010.

About Lions Club International

Lions Clubs International is the world's largest service club organization with more than 1.3 million members in approximately 45,000 clubs in 205 countries and geographical areas around the world. Since 1917, Lions clubs have aided the blind and visually impaired and made a strong commitment to community service and serving youth throughout the world.

About LBS Financial Credit Union

LBS Financial, founded in 1935 as the Long Beach School District Employees Federal Credit Union, is a member-owned cooperative providing savings, checking, Visa[®], money markets, certificates, IRA, insurance and investment services. LBS Financial also offers personal, vehicle, boat and home loans. Their field of membership encompasses fifty cities surrounding the greater Long Beach area, as well as Riverside, San Bernardino, Orange and San Diego Counties. They currently service over 115,000 members with six branch office locations, convenient electronic access (ATMs, online banking) and are part of the CU Service Center network. LBS Financial Credit Union has \$1 billion in total assets.

Photo Caption: From left to right: Diane Jarecki, vice president of human resources, James Duessent, LBS Financial Credit Union member since 1981 and Lions Club representative and Jeff Napper, president and CEO of LBS Financial Credit Union.