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FOR IMMEDIATE RELEASE:

HIWAY FEDERAL CREDIT UNION'S CHRISTINE CORDELL ACCEPTED INTO RENOWNED I3 PROGRAM WITH FILENE RESEARCH INSTITUTE

ST PAUL, MN—October 16, 2017 —Congratulations to Christine Cordell, Senior Vice President of Strategy & Planning at Hiway Federal Credit Union® (Hiway), for being selected to join the Filene's renowned i3 community.

"Hiway is focused on providing innovative and market-leading solutions to our members," said Dave Boden, President/CEO of Hiway. "The i3 program provides us a hands-on opportunity to remain in the forefront of an ever-changing environment. Christine's passion for our members and the credit union industry will be an asset to this team. Wishing all the i3er's an exceptional innovation cycle."



The i3 community was founded by the Filene Research Institute in 2004, and brought together leaders in the credit union industry who collaborated and developed solutions to pressing or puzzling issues faced by consumers. The program has accumulated more than 200 innovative concepts since its inception. Each i3 member serves a two-year term that kicks off at Filene's annual big.bright.minds, this year going down in Austin, TX.

"To me, i3 is about moving our industry forward while strengthening the financial wellness of our communities, which is the foundation of financial cooperatives," said Christine. "It will be an honor to work alongside this caliber of industry professionals to ideate and develop solutions that will influence and improve our members' lives."

Throughout her career, Christine has served on various community focused boards and strives to emanate positive change. Currently as a member of WOCCU's Global Women's Leadership Network (GWLN), Christine inspires credit union professionals to advance the credit union industry through education, experience and networking. In her free time, Christine shares her enthusiasm for life with her husband and two kids. They are a young, active family, who are self-proclaimed foodies and travel enthusiasts. They take pride and engage in the community through volunteerism with schools, girl scouts and other non-profit organizations.

ABOUT HIWAY FEDERAL CREDIT UNION

Hiway Federal Credit Union was founded in 1931 to serve the employees of the Minnesota Highway Department. Today, Hiway serves over 69,000 members in Minnesota and around the country, registers \$1 billion in assets and welcomes new membership from individuals and small businesses. Hiway offers its members unparalleled member service and a lifetime of savings through lower loan rates, higher savings rates and fewer and lower fees.