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NEWS RELEASE

Lake Michigan Credit Union (LMCU) Purchases VanTol, Magennis and Lang (VML) Insurance Agency

The joining of LMCU's insurance agency and VML Insurance Agency will create a strong partnership in the business and personal insurance areas.

GRAND RAPIDS, Michigan (January 31, 2011) – Lake Michigan Credit Union (LMCU) announced the purchase of Van Tol, Magennis and Lang, Inc. (VML Insurance) through its subsidiary Lake Michigan Insurance Agency (LMIA) to form a business and personal insurance partnership. The combined agency will operate as LMIA, a subsidiary of LMCU.

"VML has built a solid reputation of providing exceptional service and value to their clients," said Steve Bush, vice president of finance for Lake Michigan Credit Union. "It made strategic sense to combine the talents, passion and focus on customer service which both organizations possess to help grow our collective market share. Leveraging VML's strong insurance expertise, particularly in the business and employee benefits areas, with LMIA's insurance experience will create a team positioned to offer greater value and a wider range of products and services to better meet client needs," Bush continued.

VML Insurance Agency, with 30 years of experience, specializes in insuring residential and commercial contractors. "We're delighted to join forces with the number one credit union in West Michigan, " said Rod VanTol, founding partner of VML and the newly appointed president of Lake Michigan Insurance Agency. " Lake Michigan Insurance Agency's dedication and commitment to serving their members is consistent with the way we do business...it's a perfect fit," VanTol continued.

VML's offices, located at 5550 Cascade Road in Grand Rapids, will house the new combined insurance agency. VML has a staff of 15 and nine Lake Michigan Insurance Agency staff will move to the Cascade office. Together, the combined agency, to be co-branded with Lake Michigan Insurance Agency and VML Insurance Agency, will offer products and services from regional and national insurers.

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"The strength in the variety of carriers we represent, combined with our outstanding team, gives us the ability to better match the individual needs of our clients with the very best product...a formula that has been proven and preferred by our collective clients," VanTol stated.

Lake Michigan Credit Union is the largest credit union in West Michigan and the second largest in the state with assets exceeding \$2 billion dollars, over 168,000 members, 31 convenient branch locations and 72 ATMs in West Michigan - including new branches in Kalamazoo, Portage, Schoolcraft and St. Joseph. LMCU provides a full-range of financial services, from high interest bearing checking accounts, to mortgages, commercial lending, insurance and investment services.

Membership is open to everyone. To find out more, please visit www.lmcu.org.