



CHARTER OAK UNVEILS NEW WEBSITE TO MEET GROWING ONLINE USE New Site Is Visually Appealing With Extensive New Features, Fully Responsive Design

FOR IMMEDIATE RELEASE

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Waterford, CT – October 22, 2020 – Charter Oak Federal Credit Union has launched a newly redesigned and optimized CharterOak.org website that features new images and graphics, streamlined menus, a new financial knowledge section, and a fully responsive design that accommodates viewing from any device, from a desktop computer, to a smartphone, laptop, or tablet.

“CharterOak.org has become our convenient 24/7 virtual branch for the growing number of online visitors who apply for loans, get the latest on our products, or see what’s new with our credit union,” said Brian A. Orenstein, Charter Oak’s President and Chief Executive Officer.

“This new website will accommodate our online growth for years to come and offers far more features and services to Charter Oak’s digital community,” he said. “It’s also an important and big step in our strategy to further enhance all our digital offerings to our members, whether it’s our new website or our online banking services or extensive online loan applications.”

Among the numerous enhancements featured on Charter Oak’s new website are:

- A full-width design with larger and more expansive images and streamlined drop-down menus.
- A larger Online Banking login area to handle the growing demand for Charter Oak’s online banking offerings.
- An optimized mobile site that is fully responsive to the viewer’s device, whether it’s a smartphone, tablet, or other mobile device.
- An educational “Financial Knowledge & Know-How” section with informative articles on a variety of consumer-related subjects.
- Accessibility tools that include options to increase or decrease text size, provide grayscale viewing, and change viewing contrasts.
- An enhanced “search” function to make navigating the new CharterOak.org easier for members and online viewers.

The new CharterOak.org website was created by Charter Oak’s marketing team and the New London, CT-based Quinn & Hary marketing agency, which is Charter Oak’s agency of record for its marketing and advertising initiatives.

Charter Oak is eastern Connecticut’s largest credit union with assets of more than \$1.3 billion as of June 30, 2020. Charter Oak has an expansive and convenient network of branches serving New London and Windham counties, providing the largest and most convenient branch network of any local financial institution serving eastern Connecticut. For more information about Charter Oak’s broad range of products and services, please visit any of our convenient branches, visit our new website at CharterOak.org, or call our Contact Center at 860.446.8085 or 800.962.3237. Federally insured by NCUA. Equal Housing Lender.

Charter Oak Federal Credit Union is like a bank, just better! We’ve been proudly serving eastern Connecticut since 1939 and we offer great checking, deposit, lending, insurance and investment products. And because we’re a credit union, we’re owned by our members, not by shareholders. So we can offer lower rates on loans and higher rates on deposits. It’s easy to become a Charter Oak member: simply live, work, worship, learn, or volunteer in New London or Windham counties. So join today and see why Members Bank Better at Charter Oak!