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PenFed Teams Up With Football Legends Jerry Rice, Emmitt Smith, and Joe Theismann to Launch the PenFed Promise Card Challenge

Football Stars Support PenFed's Promise Visa Card through New Multi-Media Campaign, Toys for Tots and Homes for Our Troops to Serve, as Charitable Partners for the PenFed Promise Card Challenge.

ALEXANDRIA, Va., December 8, 2014—Pentagon Federal Credit Union (PenFed) has teamed up with Football Legends **Jerry Rice, Emmitt Smith, and Joe Theismann** to launch the PenFed PROMISE CARD CHALLENGE. The Challenge is an opportunity to meet these legendary players and win other prizes, including a trip for a VIP football experience in Arizona this February. The Challenge is also a charitable partner of Toys for Tots and Homes for Our Troops.

Rice, Smith, and Theismann have all signed on for the Challenge to support PenFed's Promise Card; an uncomplicated credit card that delivers low rates, no fees, earned an A+ for Transparency and Value, and is known for being the Simplest Card in America (<https://www.penfed.org/Penfed-Promise>). The Promise Card Challenge, online at PenFedPromiseCardChallenge.com, includes special events with the former stars and other unique prizes and giveaways, including signed jerseys and footballs.

"I'm honored to support the PenFed Promise card," said Hall of Fame wide receiver and "Dancing with the Stars" runner-up Jerry Rice. "Much like I did throughout my career, this card rises above the competition and I'm proud to align with PenFed, which offers accessible and affordable credit services."

"I'm excited to team up with Jerry and Joe to be a part of the inaugural PenFed Promise Card Challenge campaign," said Hall of Fame running back and "Dancing with the Stars" winner Emmitt Smith. "This campaign is a great way to spread the word about the Promise card, as well as promote PenFed's unwavering efforts to provide affordable financial services."

"We are proud to team up with these three legends and Championship athletes, who embody excellence on and off the field, for the inaugural PenFed Promise Card Challenge," said James R. Schenck, president and CEO, PenFed. "Jerry, Emmitt, and Joe are all leaders who align with PenFed's core principles of strength, stability, and longevity. While football can be unpredictable, the PenFed Promise Card is always reliable and we're excited to showcase the benefits of the Card through this campaign."

As part of the campaign, football fans across America have an exciting opportunity to win a variety of prizes, highlighted by:

- Trip for four (4) for a special VIP football experience in Arizona this February; including hotel, airfare, and ground transportation
- “Meet and Greet” opportunities with PenFed Ambassadors Jerry Rice and Emmitt Smith
- Autographed official jerseys (30) from the PenFed Ambassadors
- Autographed footballs (100) from the PenFed Ambassadors

The full prize list can be found at PenFedPromiseCardChallenge.com.

Established in 1935, PenFed is one of the largest credit unions in the country serving nearly 1.3 million members. Its longstanding mission has been to provide superior financial services in a cost effective manner, while responding to members' needs.

As part of the PenFed Promise Card Challenge, PenFed will be making a donation to the Marine Toys for Tots program and Homes for Our Troops. Toys for Tots is a program run by the United States Marine Corps Reserve, which distributes toys to children whose parents cannot afford to buy them gifts for Christmas. Homes for Our Troops is a privately funded 501(c) (3) nonprofit organization building specially adapted, mortgage-free homes nationwide for the most severely injured Veterans from Iraq and Afghanistan.

"We are very pleased to welcome the Pentagon Federal Credit Union as a corporate partner of the 2014 Marine Toys for Tots Campaign," said retired Marine Major Bill Grein, vice president of the Marine Toys for Tots Foundation. "With their generous support, we will be able to fulfill the Christmas holiday dreams of thousands of less fortunate children who otherwise might have been forgotten."

"Homes for Our Troops appreciate the support of Pentagon Federal Credit Union," said Major General, USA Ret. Timothy P. McHale, president and director of Homes for Our Troops. "Because of the support from patriotic companies across the nation, we are able to restore freedom and independence back to our severely injured veterans through the gift of a specially adapted home."

About PenFed

Established in 1935 as the War Department Credit Union, PenFed is one of the largest credit unions in the country, serving 1.3 million members worldwide; with more than \$19 billion in assets. Its long-standing mission has been to provide superior financial services in a cost effective manner, while being responsive to members' needs. PenFed offers market-leading mortgages, automobile loans, credit cards, checking, and a wide range of other financial services with its members' interests always in mind. Serving a diverse population, PenFed offers many ways to become a member; including numerous association affiliations and employee groups. PenFed is federally insured by the NCUA and is an equal housing lender. PenFed does business in accordance with the Federal Fair Housing Law, the Equal Credit Opportunity Act, and is a member of NAFCU. *To learn more about PenFed, visit PenFed.org.*