

FOR IMMEDIATE RELEASE

MassMutual Federal Credit Union Unveils Refreshed Brand on International Credit Union Day

New brand reflects MMFCU's commitment to helping members navigate their financial lives with greater confidence, clarity and personal support.

October 15, 2026

SPRINGFIELD, MA – MassMutual Federal Credit Union (MMFCU) today announced the launch of its refreshed brand, introducing an updated look, voice and member experience designed to better reflect who the credit union is today and the role it strives to play in members' financial lives. The brand refresh marks the first step in a broader, multi-phase effort that will continue over the coming months, with enhancements to digital services, applications, and member experience initiatives planned for the future.

The new brand launches on International Credit Union Day, an annual celebration of the history, achievements, and impact of credit unions around the world. For MMFCU, the occasion provides a fitting opportunity to celebrate what has always made credit unions different: a commitment to putting members first.

That principle remains at the center of MMFCU's refreshed brand.

"This is more than a new look for MMFCU. It's a clearer expression of who we are, who we serve and what our members can expect from us," said Lisa Asadourian, President and Chief Executive Officer of MMFCU. "Our members are the reason we exist. As their needs and financial lives continue to evolve, we want the way we communicate, connect and serve them to evolve as well."

The refreshed brand is built around a simple idea: financial services should feel personal.

For MMFCU, that means helping members feel informed rather than overwhelmed, supported rather than sold to, and confident taking the next step, whether they are opening their first account, buying a home, building savings, managing everyday expenses, or planning for what comes next.

Members will begin seeing the refreshed MMFCU brand across the credit union's website, digital banking experience, emails, social media, branches, marketing materials and other communications beginning October 15. The transition will continue over time as existing materials and experiences are updated.

While the way MMFCU looks and communicates is changing, what matters most is not.

MMFCU remains the same member-owned credit union, with the same commitment to serving the MassMutual community and helping members make the most of their money.

"A brand should reflect the experience people actually have with an organization," added Lisa. "We want every interaction with MMFCU to feel clear, useful and genuinely human. This refresh

gives us a stronger foundation for delivering that experience consistently wherever our members engage with us.”

As the refreshed brand rolls out, members can expect clearer communication, more approachable financial guidance and a more consistent MMFCU experience across channels, all centered on helping members move forward financially with confidence.

Because while the MMFCU brand may look a little different, the purpose behind it remains the same: putting members first.

ABOUT MASSMUTUAL FEDERAL CREDIT UNION

At MassMutual Federal Credit Union, we believe financial confidence starts with having a trusted partner by your side. That's why we help our members navigate life's opportunities and challenges with personalized banking solutions, expert guidance, and a commitment to putting people first.

As a member-owned financial institution, we serve MassMutual employees, retirees, and their families with the tools, support, and service they need to build brighter financial futures. Every day, we're working to make banking simpler, more accessible, and more meaningful so our members can focus on what matters most.

Learn more at www.massmutualfcu.org.