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**People's Trust Federal Credit Union Selects
Richards/Carlberg as Agency of Record**

HOUSTON (August 15, 2007) — People's Trust Federal Credit Union, formerly named Shell Employees Federal Credit Union, has hired Richards/Carlberg as its advertising agency of record. Richards/Carlberg's responsibilities will include Spherical branding, creative and strategic planning, and media planning and buying.

"We chose Richards/Carlberg because of its strategic capabilities and creative firepower," said Rick Brandesky, assistant vice president of branding and business development for People's Trust Federal Credit Union. "The agency has what it takes to bring our brand to life. We are excited to have them as a partner and look forward to growing our business with them."

Founded in 1935 by 196 Shell employees with total assets of \$980, today the institution boasts more than 30,000 members and nearly \$300 million in assets.

"People's Trust has a fabulous heritage in Houston formerly being the Shell Employees Federal Credit Union," said Chuck Carlberg, principal of Richards/Carlberg. "We are thrilled with the opportunity to expand the reach of People's Trust to more consumers in the Houston area by building a brand identity for the company."

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About People's Trust Federal Credit Union

People's Trust, formerly named Shell Employees Federal Credit Union, is a full-service financial institution and financial cooperative. Since 1935, People's Trust has returned profits to members in the form of higher dividends on savings, lower loan rates and reduced fees. Though based in Houston, People's Trust serves members across the world. For more information, please visit www.peoplestrustfcu.org.

About Richards/Carlberg

Richards/Carlberg is a Houston-based affiliate of The Richards Group, the largest independent branding agency in the nation. Agency clients include the *Houston Chronicle*, Texmati Rice, Mahindra Tractors, the Houston Airport System and Tarkett flooring. Richards/Carlberg can be found at www.richardscarlberg.com.

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