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Day Air to participate as a panelist in a Twitter Town Hall Meeting

Kettering, Ohio, Oct 7, 2009 – Day Air Credit Union has been asked to be a part of a panel regarding the economy and how it is affecting consumers and small businesses on Friday, October 9, 2009 at 1:00 pm. Anyone who wishes to follow can @ <http://search.twitter.com/search?q=%23DITownhall> or you can find this link on our twitter page.

The Twitter Town Hall will be moderated by finance guru Gene Marks, and will include the participation of Day Air and three other financial institutions, an analyst, and two members of the media (from Bank Systems & Technology and Bank Technology News).

William J. Burke, President and CEO, says “this is a great forum for credit unions to spread their footprint. Any outlet we can use to help consumers and businesses and let them know we are here to help is great. We realize there are hundreds of credit unions they could have chosen and we are very proud that we were asked.”

According to several industry estimates, the social network channel has nearly six million unique monthly visitors and 55 million visits each month. The beauty of the sharing, advocates say, is that users are limited to tweets under 140 characters. That text limitation forced participants in the Intuit session to keep their responses succinct and dynamic.

Day Air Credit Union with over \$202 million in assets and more than 25,000 members is a not-for-profit, full-service financial institution, proudly serving businesses and residents of the Miami Valley.

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