

Contact: Carmen Ramos Chandler
(818) 677-2130
carmen.chandler@csun.edu

CSUN, Premier America Announce Partnership, Matadome to be Renamed After Credit Union

(NORTHRIDGE, Calif., March 23, 2022) — California State University, Northridge officials today announced a 10-year, multifaceted partnership agreement with Premier America Credit Union. The long-term commitment supports events and programs that benefit students and alumni and includes the renaming of the university's athletics facility after the company.

In addition to renaming the Matadome — home to CSUN's men's and women's basketball and volleyball teams — to the Premier America Credit Union Arena. The partnership also includes Premier America being designated the "Official Credit Union of CSUN," the "exclusive" credit union partner of CSUN Athletics and the CSUN Alumni Association, and the official affinity credit card provider for the alumni association.

"Premier America's emphasis on people working together toward solutions and vested interest in collective success aligns well with CSUN's approach toward the academic success of our students and their collective impact on our region, state and nation upon graduation," said CSUN President Erika D. Beck. "I am delighted that we will be working together to further the success of our students and, in particular, our student-athletes."

The agreement between CSUN and Premier America was approved by the CSU Board of Trustees at their March 23, 2022 meeting.

"Our organizations are a perfect match, and we're honored to partner with CSUN," said Premier America President and CEO Rudy Pereira. "CSUN's deep commitment to building a brighter and more equitable future for its students, their families and the community is aligned with our core values. We look forward to working together as we promote financial well-being and provide opportunity and guidance to our richly diverse community."

Founded in 1957, Premier America is one of the nation's largest credit unions, with more than 100,000 members and more than \$3.4 billion in assets.

Premier America's relationship with CSUN was secured in concert with multiple parties, including LEARFIELD (CSUN Athletics' multimedia rightsholder), ADC Partners and Innovative Partnerships Group. LEARFIELD's local Matador Sports Properties works closely with the athletics administration.

"There are so many positive things that occur when partnerships include naming rights and extend beyond athletics to the greater campus community," said LEARFIELD Senior Vice President Megan Eisenhard. "This brand-new relationship will provide impactful benefits to CSUN constituents and Premier America Credit Union members now and for many years to come. We're proud to help bring these two history-rich organizations together."

"Rarely do you see two organizations that are so aligned in their mission," said David Almy, principal of ADC Partners. "Honestly, it's humbling to be able to play a role in helping craft such a wide-ranging partnership that has the potential to do so much for both groups."

The partnership between Premier America and CSUN includes the opening of a campus credit union branch and the installation of ATM machines, hosting of financial wellness and literacy programming, and the sponsorship of various student and campus events. Premier America also will sponsor events at CSUN's Younes and Soraya Nazarian Center for the

Performing Arts (The Soraya), as well as other events in coordination with the CSUN Alumni Association.

In addition to the renaming of the athletics facility, Premier America Credit Union's name will be displayed prominently on the court, and the credit union will sponsor games during basketball, volleyball and baseball seasons.

"CSUN is thrilled for this partnership with Premier America Credit Union," said CSUN Director of Athletics Mike Izzi. "CSUN Athletics continues to raise the bar in all areas; on the field of play, in the classroom and in our business relationships — and this new partnership with Premier America Credit Union is another giant step forward for the Matadors. We're proud to work with our campus partners and friends at Premier America to create a meaningful brand partnership that will benefit us all. Our main objective is supporting the welfare and achievement of our student-athletes, and this partnership will provide better opportunities for continued success in the years to come."

About Premier America Credit Union:

Premier America is a full-service community financial institution that offers exceptional banking to more than 100,000 Member-Owners. Member-Owners benefit from personal service, great savings rates, low fees, low loan rates and a full complement of savings, lending, wealth management, and insurance services. Founded in 1957, Premier America is one of the nation's largest credit unions, with more than \$3.4 billion in assets. With 20 retail branches, access to over 30,000+ surcharge-free ATMs through the CO-OP ATM Network; and the CU Service Center Shared Branch Network, Premier America provides financial services to those who live, work, worship or attend school in the Ventura and Los Angeles counties of California, and Harris County in Texas. To learn more about Premier America, please visit www.PremierAmerica.com.

About California State University, Northridge:

One of the largest universities in the country, California State University, Northridge (CSUN) is an urban, comprehensive university that delivers award-winning undergraduate and graduate programs to more than 38,000 students annually and counts nearly 390,000 alumni who fuel the region's economy. Since its founding in 1958, CSUN has made a significant and long-term economic impact on California, generating nearly \$1.9 billion in economic impact and nearly 12,000 jobs each year. The university's learning environment is the third-most diverse in the nation, according to The Wall Street Journal/Times Himes Higher Education College Ranking. CSUN ranks among the top 10 universities in the country for social mobility.