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PRESS RELEASE

TDECU Announces NIL Campaign with UH Athletes



TDECU, Houston's largest credit union, is announcing the creation of TDECU Assist, its first NIL Campaign with student athletes from the University of Houston.

The Name Image Likeness agreement is with Jamal Shead, Ja'Vier Francis, Emanuel Sharp, Terrance Arceneaux and Ryan Elvin, from the Men's Cougars Basketball Team, and Laila Blair, Brittney Onyeje, Tatyana Hill, and Taryn Johnson, from the Lady Cougars Basketball Team.

The campaign will start with the student athletes performing "acts of kindness" on campus such as handing out gift cards to students. The athletes will also be featured in social media campaigns and TDECU will sponsor student watch parties as the Cougars Men's Basketball Team competes in the 2023 NCAA Tournament. TDECU is a Host City Supporter for the 2023 Men's Final Four.

"We did this to create a bridge between the UH athletic program and the rest of the student body," said Hugo Lagardo, Vice President of Strategic Partnerships. "This is the platform that will build on for years to come."

In August 2022 TDECU and UH announced a \$20-million dollar partnership extension through 2034. The multi-year agreement broadens the credit union's commitment to the university, the students and alumni, and the surrounding community. In addition to continued naming rights for TDECU stadium the extension agreement will also fund

student engagement programs, literacy programs, and the student food pantry which addresses food insecurity of students and the surrounding community.

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About TDECU | Founded in 1955, TDECU is a not-for-profit financial cooperative with more than 382,000 Members and over \$4.7 billion in assets. TDECU currently has 39 service locations, including 35 Member Centers, and offers a complete selection of convenient, innovative, and competitive products and services, including a full suite of deposit products as well as mortgage, auto and personal loan products, online and mobile banking. TDECU also offers, through its subsidiaries, retirement planning and wealth management, personal and business insurance products. Members can also access a worldwide network of over 55,000 surcharge-free ATMs. For more information visit TDECU.org or call (800) 839-1154.