

Dear Members,

We have exciting news to share!

Since opening our doors in 1941, Bethpage Federal Credit Union has been dedicated to meeting the needs of our members and community. As our membership has grown beyond our original roots in Bethpage to encompass all of Long Island, New York City, and, ultimately, nationwide, we acknowledge the importance of evolving to meet your changing needs and finding new ways to strengthen our relationship.

After months of extensive market research, brand studies, and strategic planning, we are thrilled to share some exciting news that marks a significant milestone in our journey together — we are rebranding and changing our name. Bethpage is becoming FourLeaf!

This rebrand is more than just a name change. It represents our commitment to growth and prosperity, not only for our credit union, but for our members. While our name is changing, our vision, mission, and values are not. We are still a federal credit union deeply committed to enriching the lives of our members, employees, and the communities we serve.

This name change was *our* decision. It is not the result of a merger or a takeover. We are stronger than ever, and while the Bethpage name will always hold a special place in our hearts, our research has shown that it causes confusion with individuals who are less familiar with our history. Changing our name will help us continue to expand our services and brand engagement nationwide and better position us for future growth.

The FourLeaf name is significant, as it symbolizes stability, momentum, and purpose – a nod to the strong foundation we've built as Bethpage. The rebranding includes a color update and a new logo. We're returning to a deeper blue, honoring our Grumman founders, and keeping orange to celebrate our Bethpage chapter. Together, the colors reflect our core membership in New York. Our new logo reflects our future – the subtle infinity symbol representing infinite possibilities. For all of us. We are proud to share this new name and innovative brand in the coming months as we continue our journey to be a best-in-class financial institution.

Thank you for your trust and unwavering support as we embark on this new chapter together. Please visit bethpage.com/announcement for more information and stay tuned for additional communication during this exciting time at Bethpage!

Sincerely,



Linda Armyn
President & CEO

Anne Brigis
Chair, Board of Directors