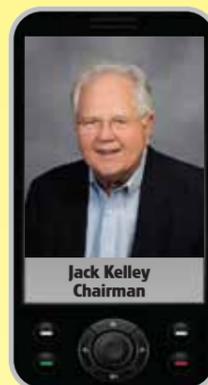


CCU CONTINUES TO DEMONSTRATE OUTSTANDING RATINGS IN MANY AREAS:

- **Superior Rating from International Data Corporation (IDC)** – Even with the turmoil in the financial industry and the great downward pressure on the economy, CCU still received an Excellent Rating from IDC. IDC is the premier global provider of financial market intelligence and annually rates the investment community on business strategy and performance.
- **4-Star Rating from BAUER** - CCU received an overall 4-Star Rating from BAUERFINANCIAL. BAUERFINANCIAL, Inc. analyzes and reports on the financial condition of the nation's credit unions, obtains the raw data from the federal government, and analyzes it with additional research and historical data. A star-rating is then assigned ranging from zero to five stars with five-stars being the highest.
- **Top Percentile in RADDON Rankings** - In 2010, Raddon Financial Group ranked CCU's performance index in the 99th percentile. Raddon is a leader in providing financial and marketing analysis to the financial services industry. Raddon assesses CCU's growth opportunities by evaluating our existing or potential market areas.
- **ROM (Callahan's Return of Member Index)** – Market Leader
- **Audits** – A clean audit for 2010 was received from Crowe Horwath.
- **Regulatory Examinations** – A positive regulatory examination was received from the State and the National Credit Union Administration.



David Brock
President/CEO



Jack Kelley
Chairman



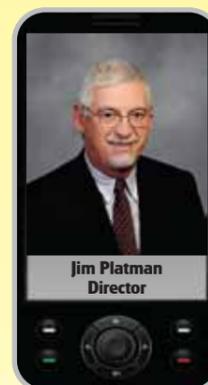
Dortha G. Everhart
Vice Chair



Linda P. Dale
Secretary/Treasurer



Betty Dunn
Director



Jim Platman
Director

CCU BOARD

CCU's Board and President/CEO David Brock continue to provide stable leadership for our credit union. Chairman Jack Kelley, and Vice Chairman Dortha Everhart have guided CCU through economic challenges with the help of board members Secretary/Treasurer Linda Dale, CPA; Director Betty Dunn, Associate Superintendent for Student Services, Brevard Public Schools; and Director Jim Platman, Program Community Relations Manager, BrightHouse Networks.

SENIOR MANAGEMENT

David O. Brock, CCUE, CCE - President/CEO
 Laurie Cappelli, CCE - Senior Vice President of Lending
 Jim Chastain - Vice President of Commercial Services
 Lesli Dooley, CCUE - Vice President of Organizational Development
 Susie LeBouef - Controller
 Hank Phillips, CISSP - Vice President of Technology
 Sara T. Stern - Vice President of Marketing

CONTACT INFORMATION

Member Service 321.690.2328
 Toll-Free Telephone 800.690.2338
 Telli (24-hour account access) 321.631.4611
 Loan Line 321.637.3211

BRANCH LOCATIONS

1030 S. US Highway 1, Rockledge, FL 32955
 3125 S. Washington Avenue, Titusville, FL 32780
 6269 N. US Highway 1, Port St. John, FL 32927
 333 E. NASA Boulevard, Melbourne, FL 32901
 7380 Murrell Road, Ste. 102, Viera, FL 32940
 293 E. Eau Gallie Boulevard, Indian Harbour Beach, FL 32937
 1325 Palm Bay Road, Melbourne, FL 32905

WEBSITE

www.ccuFlorida.org



BALANCE SHEET	2010	2009
ASSETS		
Loans to Members	271,194,260	275,459,261
(less allowance)	(10,235,524)	(8,423,998)
Net Loan Outstanding	260,958,736	267,035,263
Cash/Investments	81,147,596	55,360,232
Fixed Assets	8,855,353	9,268,720
Other Assets	9,004,479	5,304,060
Total Assets	359,966,164	336,968,275
LIABILITIES, EQUITY & CAPITAL		
Other Liabilities	1,662,214	1,858,857
Share	145,309,811	136,589,333
Draft	43,852,705	41,132,626
Other Deposits	137,692,719	127,756,636
Reserves	31,448,715	29,630,823
Total Liability, Equity & Capital	359,966,164	336,968,275
INCOME		
Loan Income	18,249,349	18,369,253
Investment Income	278,463	290,820
Other Income	5,716,677	5,895,671
Total Income	24,244,489	24,555,744
EXPENSES		
Total Operating Expenses	19,800,388	22,818,680
Dividends & Interest to Members	2,710,715	4,081,367
Non-Operating Income/Loss	193,645	461,489
Net Income	1,539,741	(2,805,792)

2010 Annual Report

Innovating a
 "Future Forward"
 Business Plan

The future of CCU... Anywhere, Anytime, Any Way

CCU: Innovating a "Future Forward" Business Model

The value of longevity and sustainability

Community Credit Union of Florida (CCU) started with ten teachers pooling their money in 1953 and has grown over the years to six Central Florida counties: Brevard, Orange, Osceola, Indian River, Volusia, and now Polk. CCU's value proposition is simple: to help members get ahead financially. Our purpose is to educate you about your financial choices and to provide you with a wide range of products and services to meet your needs.

There is a fair amount of uncertainty in the world today due to such catastrophic events as the meltdown of the financial industry, the Gulf Oil spill, the collapse of several Middle Eastern governments, and the recent earthquake in Japan. But, the troubled economy and the failure of some financial institutions has provided us with some valuable lessons over the last few years, which now allow us to see things differently.



Today, it is more important than ever for CCU to be able to shift dynamically with the expansion and contraction of the global marketplace. Making measured forward progress and achieving steady sustainable growth is the key to success for CCU. Credit unions that invest in proven innovative technology will be well poised to anticipate new growth in the future.

CCU has been conservative for a long time, purposefully. Thus, the credit union achieved profitability last year and maximum efficiency gains through expense reductions and virtualization. However, our emphasis has always been on protecting and preserving our legacy members, as well as inviting new ones to see the value in our cooperative as they build and rebuild their personal portfolios.

Enhancing Membership Value

CCU has the financial strength, along with quality deposit and loan products, to meet our credit union members' needs for decades to come. As a share-holder, you have a say in how we operate and you help to drive the direction of our future based on the type of products you choose and the number of channels you use.



CCU will always do what's in the best economic interest of all our members, and our new business model is designed to enhance member value. Continuity of existing profitable products and services, coupled with new revenue generating ones, will help to derive more value for you as we move forward. We want to generate strong operating income, and build

retained earnings so we have more than adequate capital reserves to meet and exceed state and federal requirements, as well as put profits back into our members' pockets.



Innovative Products and Services

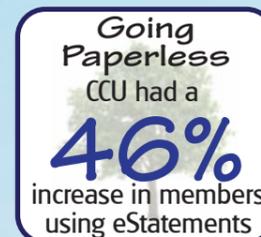
The impact of technology, coupled with the expectations of members, is forever changing the way we deliver value. CCU is in the midst of unprecedented transformation - fueled by heightened member expectations, an increasingly personal member experience, rapid-fire growth of mobile computing, and the ongoing presence of new competition. Change is required and if we embrace change, we will see an upside in growth and profitability.

CCU not only responds to the changing marketplace, but stays ahead of the curve. For your convenience, we introduced text balance and text transfer. It's so easy you only need one finger and ten seconds to be connected. CCU also allows immediate access from your mobile device or computer to get information about your accounts in real time.

Loancierge, a new loan program, was deployed for staff to assist them with faster processing of loans. In addition, we recently expanded our membership field into Polk County, where new members can now purchase cars through our Indirect Lending auto program and we will be better able to serve them over the web with our other product lines to build profitable relationships.

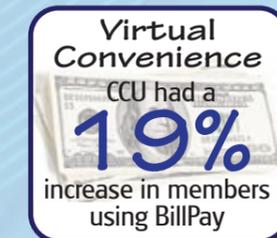
Optimization of Delivery Channels

To optimize work flow, CCU installed lobby management systems to monitor traffic in the branch and to monitor wait and cycle times. CCU has incorporated lean initiatives to create efficiencies in these areas. We reconfigured our phone system by identifying expert agents in our call center to serve you faster with more product knowledge. A new lobby workstation was set up in Rockledge to connect you immediately online or with the phone center. Our goal has been to completely utilize our technology to benefit all our members in the most expedient and cost effective manner.



Community and Educational Support

CCU sponsors a variety of activities and events in the local community throughout the year. We donate to groups such as Crosswinds, Junior Achievement, Wuesthoff Foundation, Juvenile Diabetes, Hidden Potentials, Community Based Care, LEAD Brevard, and many others. CCU has a long-standing relationship with Brevard Public Schools, and recently opened the new War Eagle Branch at Astronaut High School. CCU also sponsored the BEST program and the "Reach &

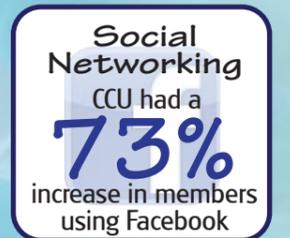


Teach" partnership, Brevard Public Schools' teacher induction program. CCU rallied around our military in Afghanistan by providing hundreds of "Shoebboxes for Soldiers" and gifts for the Elves for Elders program during the holidays. In all, more than \$75,000 in sponsorships and in-kind donations were given to area organizations and thousands of hours of volunteer time was donated by our employees.

The "Future Forward" Business Model

CCU must remain competitive to build market share. Our organization must have a rational pricing strategy, and maintain flexibility so as your needs change, we can respond quickly. We are developing analytics for stronger, measurable returns on member retention and new member acquisition. We are also expanding our products and services to a greater number of prospects in our six county field of membership to increase our footprint. Our focus will be on identifying and engaging prospective new members in a cost-effective manner to bring about profitable relationship development efforts to benefit all.

In addition, we are deploying a number of self-service capabilities so you can literally do it yourself **anywhere you want, anytime you want, any way you want.** At the same time, we are committed to providing a strong sales and service culture to reacquaint all our members, both existing and new, of our mission statement and our service promises. All together, these 2011 scorecard goals will go a long way to helping us achieve maximum sustainability in the credit union movement so our institution will stand the test of time.



Clearer.

Smarter.

Brighter.

Better.