



WINDSOR FAMILY CREDIT UNION
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For Release

**Windsor Family Credit Union (WFCU) Introduces New Product Line
2.86% Introductory Interest Rate on Deposits**

WINDSOR, ON - Windsor Family Credit Union (WFCU) announced today the launch of its ALTO line of savings products; **ALTO Savings Account**, **ALTO Business Savings Account**, **ALTO Community Savings Account** and **ALTO Investment Savings Account**. At **2.86%**, this market leading product line offers the highest introductory interest rate for a savings account in the credit union's history and is higher than any posted rate offered by its area competitors.

"We [WFCU] pride ourselves on being innovative with both the products we offer and the services we provide," remarked Martin J. Komsa, WFCU President and CEO. "As a market leader in this region's financial services sector, the announcement of this one-of-a-kind savings account is a product of our commitment to offering the most competitive rates available."

The **ALTO Savings Account** for personal members, the **ALTO Business Savings Account** for commercial members, the **ALTO Community Savings Account** for organization members and the **ALTO Investment Savings Account** for savings held in a TFSA, RRSP or RIF, all offer Canada's highest interest rate on savings, an incredible introductory interest rate of **2.86%** for the first 6 months and a competitive rate to follow.

In addition, the ALTO Business Savings Account offers free unlimited deposits, withdrawals and transfers. WFCU has also transformed its Business Savings tiers introducing higher interest rates within the tiers for Business Savings Account holders.

The special introductory rate of 2.86% on the new WFCU ALTO Savings, Business, Community and Investment Accounts is applied to new funds deposited with WFCU and is only available for a limited time. Minimum deposit amounts are required. WFCU staff handles the entire process of transferring funds from another financial institution, making the process as seamless as possible. Call 519-974-3100 for more details.

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Windsor Family Credit Union (WFCU) has long been recognized as one of the leading, progressive financial organizations in the City of Windsor and Essex County. Serving Windsor and surrounding communities for over 70 years, WFCU began in 1941 with assets of less than \$10,000 and now has \$1.9 billion in Managed Assets and Member Service Totals of \$2.7 billion. WFCU is the sixth largest in Ontario operating nine retail locations and serving 33,000 members including 30,000 Personal members in 16,000 households, 1,900 Businesses and 1,400 Organizations. WFCU membership is open to anyone who lives and/or works in Ontario.

The credit union having roots in the community is dedicated to offering the products and services that will enable members to conveniently handle all their financial business with WFCU. WFCU's Financial, Investment, Insurance and Trust product and service offerings are tailored to each member segment. Accessing the credit union and conducting everyday financial transactions is a priority for WFCU, providing a number of access channels to members including its above noted retail locations, live and automated telephone banking, online and mobile banking, MasterCard® credit card and merchant services, secure pre-authorized debit and credit services and 24 hour account access using a WFCU Member Card at ATMs and retailers.

Over the last 20 years WFCU has enhanced the financial strength of the credit union. Regulatory Capital remains strong at \$93.2 million and represents 8.4% of total assets and 13.9% of risk weighted assets. These ratios are substantially above regulatory standards of 4.0% and 8.0% respectively. The Deposit Insurance Corporation of Ontario (DICO) is the provincial deposit insurer equivalent to the federal Canada Deposit Insurance Corporation. WFCU's financial and operational strength is a result of planned initiatives developed in order to ensure that it strives to be the best.

WFCU is a loyal and active member of Central 1, the credit union's banker, trade association, and a financial cooperative. Central 1's role is to serve as central financial facility, liquidity manager, payments processor and trade association for the provincial credit union systems of British Columbia and Ontario. It provides leadership, advocacy, technology, and a range of support services in fulfilment of these key functions. Central 1 holds \$12.4 billion in assets.

Committed to the communities it serves, WFCU is proud to display the Imagine Caring Company logo. Every year hundreds of local community organizations experience first-hand the benefits of several elements of WFCU's overall Community Investment Program, such as The Community 1 Free Chequing Account, Community Rooms, Scholarships, Donations, Sponsorships, Multi-Year Capital Giving and the Community Donations Fund.

WFCU stresses the importance of quality by maintaining an internal 5 Star Program. Reflective of offering a progressive work environment and culture supported by a strong focus on its employees and goals, WFCU has been repeatedly recognized as a Best Small and Medium Sized Employer and received multi-year ranking as one of the Best Workplaces in Canada. A Gord Smith Healthy Workplace Award recipient, WFCU is committed to promoting the importance of health and well-being among its employees.

WFCU's solid attributes of financial strength; innovation; local ownership; quality products and service; community mindedness; and strong human resource management, have resulted in the on-going success of the organization. WFCU is proud to serve the Windsor and Essex County community and to be a leading financial services provider.

For more information on WFCU visit wfcu.ca