

Media Advisory
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For Release

WFCU Partners with Collabria to Offer Members US Dollar Credit Card

(Windsor, ON; Calgary, AB – October 31, 2016) – WFCU Credit Union has partnered with Collabria to offer a US Dollar Visa[®] card to their 37,000 members across Ontario. This new product from Collabria will provide WFCU Credit Union's members the ability to make purchases in US dollars while travelling in the United States or shopping online.

WFCU Credit Union's new US Dollar Visa[®] card can be used anywhere major credit cards are accepted in the United States. There are no foreign transaction fees when travelling in the U.S. or shopping online with US companies, making the perfect card to use for US transactions.

"WFCU Credit Union is excited to have a new US Dollar Visa[®] card to complement our *BorderFree Banking* products. Being situated on a US border we know our members travel, shop or even work in the United States and this card will make it easier, more convenient and save our members money," says Marty Komsa, Chief Executive Officer, WFCU Credit Union. "WFCU Credit Union continues to grow our suite of unique and innovative products, like *BorderFree Banking* for our members."

Collabria CEO John Dundas said, "Collabria is excited to partner with WFCU Credit Union and help them provide the financial services that their members need. WFCU Credit Union's proximity to the US border makes it a natural fit for Collabria's new US Dollar product."

WFCU Credit Union's US Dollar Visa[®] Cardholders automatically earn valued reward points for every qualified purchase. The card also comes equipped with Visa payWave[®] technology helping the cardholder checkout faster. At participating merchants, cardholders simply wave the card in front of a secure reader. No need to swipe, sign and no worries about paying with cash. Security and protection are also highlights of the card which includes a wide range of extra-value insurance, warranty and travel benefits. State-of-the art security features like fraud monitoring and fraud text alerts protect personal and financial information.

Always keeping member service and convenience a top priority, the new US Dollar Visa[®] card through Collabria uses an online portal, making the application process is fast and easy, providing both WFCU Credit Union and its Members an excellent user experience. The card also comes with a dedicated Cardholder Service Team available 24 hours a day, seven days a week.

About WFCU

WFCU Credit Union 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 75 years, WFCU Credit Union began in 1941 with assets of less than \$10,000 and now has \$2.7 billion in Managed Assets and Member Service Totals of \$3.8 billion. The credit union is the sixth largest in Ontario, operating nine retail locations and serving 36,935 members including 33,085 Personal members in 17,160 households, 2,350 Businesses and 1,500 Organizations. Membership is open to anyone who lives and/or works in Ontario. With a long-standing mission to 'provide services and a full range of highest quality financial products to make our community the best place to live and work', WFCU Credit Union stands true to its vision '*WFCU Credit Union – Quality, Convenience, Innovation, Open to Everyone and Yours to Own*'.

For more information on WFCU Credit Union visit wfcu.ca.

About Collabria

Collabria is a unique payment solutions provider created to deliver customized, end-to-end credit card products and services. At its core, what sets Collabria apart is its foundation in partnership, collaboration and responsiveness. With Collabria, you'll never have to settle for "one size fits all" programs. Instead, Collabria professionals work with you to design solutions built around the exact needs of your financial institution and your customers. For more information, visit collabriafinancial.ca.

Media Contacts:

Marty Komsa
Chief Executive Officer
WFCU Credit Union
519-974-3100
mkomsa@wfcu.ca

Susan Stockwell Andrews
Vice President, External Affairs and
Corporate Secretary
WFCU Credit Union
519-974-3100
sstockwell@wfcu.ca

John Dundas
CEO
Collabria
403-283-1414
john.dundas@collabriafinancial.ca