



News Release
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For Release

WINDSOR FAMILY CREDIT UNION (WFCU) DEBUTS IN THE TOWN OF AMHERSTBURG

OPENING DOORS TO A SEVENTH RETAIL LOCATION IN WINDSOR-ESSEX

AMHERSTBURG, ON – On Wednesday, July 17, Windsor Family Credit Union (WFCU) opened the doors to their seventh retail location. This new retail location marks WFCU's debut in the Town of Amherstburg. WFCU's President and Chief Executive Officer, Martin J. (Marty) Komsa, along with members of WFCU's Executive Team and the retail location staff greeted members and visitors. At the end of its first day in operation, WFCU welcomed over 175 people through its doors.

WFCU's Amherstburg retail location offers the same great products and services available at all of WFCU's retail locations including the personalized conveniences of a live drive-up teller, full service ATM and private in-office service for anyone visiting the retail location.

Komsa indicated, "A lot of hard work has taken place to bring us all here today and we could not be happier. It is thrilling to have the opportunity to become a part of Amherstburg. We are confident that our expansion into the Town will service the financial needs of the region and continue to assist in making our communities the best place to live and work. Over 1,000 WFCU members reside in or operate a business in Amherstburg and WFCU welcomes them to their new home retail location. They believe in WFCU and trust us with their financial needs. With this newest location in Amherstburg, we can now service their financial needs right in their own backyard and at the same time, we encourage and invite new and potential members to take advantage of what we have to offer" said Komsa.

To learn more about WFCU visit www.wfcu.ca or visit their newest retail location at 322 Sandwich Street South, Amherstburg, ON.

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About Windsor Family Credit Union - attached

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About Windsor Family Credit Union (WFCU)

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 \$1.5 billion in Managed Assets and Member Service Totals of \$2.2 billion. WFCU is the seventh largest in Ontario operating seven (7) retail locations and serving 32,000 members including 29,000 Personal members in 15,400 households, 1,600 Businesses and 1,300 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 \$73.3 million and represents 7.07% of total assets and 12.31% of risk weighted assets. These ratios are substantially above regulatory standards of 4% and 8% 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 \$14.2 billion in assets.

Committed to the communities it serves, WFCU is proud to display the Imagine Caring Company logo and is one of only 100 companies in Canada to do so. 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 Quality Program. Ranked in the Top 25 Small and Medium employers in Canada, WFCU values its staff and their on-going

contributions. 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.

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. July 2013