

Two Coastal Community Credit Union members win big! Over 1 million CHOICE REWARDS® points given away

Tuesday, December 10, 2013–Vancouver Island & the Gulf Islands, BC: Coastal Community Credit Union today announced that two of its members have won a total of 1.3 million CHOICE REWARDS points in the recent CHOICE REWARDS *World Elite® MasterCard®* credit card Million Points Giveaway.

Joanne Langille from Port Alberni is the Grand Prize winner of one million CHOICE REWARDS points. Langille originally signed up for a new credit card to hide something from her husband. "I wanted to buy him a special gift for our 20th wedding anniversary. He loves sailing and Jimmy Buffet. There was a particular ring that he always loved with a sunset and two palm trees. I decided to get it for him for our 20th, but to hide the transaction on a new credit card," she says.

Langille visited Coastal Community for her credit card needs, and found her branch was running a promotion on the Credit Union's new CHOICE REWARDS *World Elite MasterCard* credit card.

"We decided to offer what we believe is the best *MasterCard* on the market to our members," says Mike Goerzen, Coastal Community's AVP of Marketing. "CHOICE REWARDS *World Elite MasterCard* credit card comes with two points for every dollar spent on eligible purchases and best of all, our members get to choose how to spend their points. Travel, merchandise, cash and even charitable donations, it's all possible with this card," he adds.

Langille's anniversary went off without a hitch. But then the phone started ringing. "Coastal Community was calling me a lot. I just assumed it was nothing that couldn't wait," says Langille of the Credit Union's multiple attempts to contact her. "When they asked me to phone CUETS I thought I should probably return that call. On the other end of the line was the contest manager who promptly informed me of my Grand Prize win but even then I didn't believe it. Things like that don't happen to me," says Langille. "Only when the contest manager told me my prize was worth \$10,000 in travel, merchandise or cash, did it really start to sink in."

Langille, her husband, and two daughters now have plans for an incredible 20th anniversary family vacation in Mexico. "I chose the travel option because I wanted to make memories," says Langille. "It all started with a ring that I had engraved with the Jimmy Buffet saying 'It's five o'clock somewhere'. We're going to find that somewhere, not in the snow, not in the rain but on a glorious beach in Mexico thanks to CHOICE REWARDS *World Elite MasterCard* credit card."

A Coastal Community member from northern Vancouver Island also won third prize in the Million Points Giveaway—netting himself a fantastic prize of 3,000 CHOICE REWARDS points.

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ABOUT COASTAL COMMUNITY

For over 60 years, the satisfaction and happiness of Coastal Community's members and clients have been our bottom line. That's why we've grown to be the largest financial services organization based on Vancouver Island and the Gulf Islands. With 80,000 members, 625-plus employees and over \$2.1 billion in assets under administration, Coastal Community offers caring and helpful service integrated across an extensive network of personal banking, insurance*, investment and business services centres. Our members also have access to The Exchange® Network, with more than 2,300 no-fee ATMs in Canada. We've

been named one of Canada's Top 50 Best Employers three years in a row, and we're passionate about building stronger relationships to improve financial health, enrich people's lives and build healthier communities.

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