



## Press Release

### Coastal Community Credit Union's Luckiest Member

FOR IMMEDIATE RELEASE

**September 21, 2007 – Vancouver Island:** Lawrence Taylor of Campbell River is the lucky winner of 1 Million MasterCard™ CHOICE REWARDS® Points in Coastal Community Credit Union's Love Your Choices contest. The prize of one million points is worth approximately \$10,000, and can be redeemed for travel or merchandise – and that's a lot of travel or merchandise.

"I'm shocked and excited," said Taylor! "I have never won anything this big before." Asked how he plans to spend his 1 Million MasterCard™ CHOICE REWARDS® Points, Mr. Taylor said, "We haven't decided where yet, but we're going to take the trip of a lifetime."

And that's good for Mr. Taylor because unlike some other customer reward programs, MasterCard™ CHOICE REWARDS® Points can be redeemed for travel on any flight, cruise, hotel, or car rental. Now that's a customer rewards program!

Offered in partnership with CUETS, the Canadian issuer of Credit Union MasterCard™ cards, the Coastal Community's Love Your Choices contest highlighted the Credit Union's spring investment and mortgage campaigns, and the wide range of investment, mortgage and insurance options available to members through the Coastal Community family of companies.

"At Coastal Community, we strive to help our clients achieve their dreams," said Moira Hauk, Assistant Manager of Coastal Community's Willow Point Branch in Campbell River. "We're excited to see one of our own clients win something big like the MasterCard™ CHOICE REWARDS® Points contest."

#### About Coastal Community Credit Union

Coastal Community Credit Union is the largest credit union based on Vancouver Island, with more than 80,000 members, 600-plus employees, and over \$1.3 billion in assets. From Victoria to Port Hardy, Coastal Community offers complete financial solutions through a growing network of community branches, insurance offices, financial planning locations and business centres across Vancouver Island. Coastal Community Credit Union offers a range of CUETS MasterCard™ credit and GLOBAL PAYMENT™ cards.

#### For more information contact:

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From left to right: Christa Grillmair, CUETS MasterCard™ BC Regional Sales Manager, and Shauna Helson, Willow Point Branch Manager, present lucky winner Lawrence Taylor with his 1 Million MasterCard™ CHOICE REWARDS® Points and a MasterCard™ bag, which is sure to come in handy on his travels.