

Coastal Community wins Innovation Award for myCoastal Retirement Plan

For Immediate Release

Vancouver Island, Gulf Islands – December 3, 2012: Coastal Community has been awarded a Central 1 Credit Union Innovation Award for its *myCoastal* Retirement Plan product. The annual award recognizes excellence in product innovation in the credit union systems of British Columbia and Ontario.

Coastal Community was the *only* credit union to receive the product innovation award. President and CEO Adrian Legin accepted the award on behalf of all Coastal Community employees at the awards ceremony last week.

“This award could not have been possible were it not for the tireless work of our employees at Coastal Community,” Legin said. “We are very proud of the creativity and determination they showed in coming up with the *myCoastal* Retirement Plan.”

myCoastal Retirement Plan, sponsored by Coastal Community and administered by Manulife Financial, offers a convenient way to invest consistently and build savings. The package is managed as a group plan, similar to a retirement plan sponsored by an employer for Coastal Community members. *myCoastal's* unique structure gives Coastal Community Credit Union members access to industry leading funds. The group structure makes it possible for Coastal Community to deliver the plan at lower fees than individual investors are generally offered. In addition since it is a registered option, *myCoastal* provides tax-sheltered growth.

“Manulife is pleased to congratulate Coastal Community on being recognized for its innovative approach to serving members,” says Mike Collins, Vice President, Marketing, Group Retirement Solutions. “As the Manulife team worked with Coastal Community, we had an opportunity to see the commitment and creativity they demonstrated on behalf of their members. *myCoastal* offers an effective solution that lets members build retirement savings easily. It's precisely this type of leadership organizations need to demonstrate to help more Canadians address the looming retirement savings gap.”

In addition to the product structure, *myCoastal* has an online component providing quick access to all information, easy-to-read statements, and access to powerful retirement planning tools making it ideal for people who prefer to be self-reliant with their finances.

Part of Coastal Community's vision is to improve financial health and enrich the lives of its members. The receipt of this award demonstrates the organization's dedication to doing just that by providing the most helpful, caring and meaningful service possible to members and clients.