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Coastal Community Credit Union's Mobile Banking hits home in time for holidays.

VANCOUVER ISLAND, BC CANADA – You know the scenario – it's Christmas Eve and you only have one more present to buy. Then you spot it – the 'perfect gift' for that discerning someone on your list. Unfortunately, it's the last one and the man in the next aisle is eyeing it too. You wonder, 'Do I have enough money in my account right now to cover this?' Heading off to an ATM is not an option, and there isn't a web browser in sight to check your account. The perfect solution in this situation is an instant account update, and now the power is in your hands to make it happen.

Introducing, Coastal Community Credit Union's Mobile Banking to the rescue. A leading provider of smart financial solutions, Coastal Community is making Mobile Banking available to its members as of December 1st just in time for the holiday shopping season. The introduction of this technology by Vancouver Island's largest regional Credit Union brings a new level of service to over 80,000 members across the Island.

Coastal Community's Mobile Banking is compatible with any text-enabled mobile device and all mobile phone carriers. It empowers Credit Union members to access their accounts for balance inquiries and transaction history from their cell phone, and supports multiple account types, including chequing, savings, mortgages and loans.

According to Mike Goerzen, Associate Vice President of Research and Development at Coastal Community, "Mobile Banking is going to change the way Vancouver Islanders conduct their banking and their day-to-day spending." He adds, "It gives Coastal Community members greater freedom with the ability to stay connected with their accounts at any time, from anywhere."

The real draw to Mobile Banking is the convenience factor--whether in a restaurant, grocery store or on the road, there is no longer a need to locate a branch, ATM or computer with internet to check account information. A quick text message to Mobile Banking will return an instant message with up-to-the-minute details for any registered accounts.

"With most wireless and online services security is always a concern -- especially when personal finances are involved," notes Joe Cristiano, Coastal Community's Senior Vice President of Marketing. "One of the key features of Coastal Community's Mobile Banking is the protection that is built into the service. No account numbers, passwords or other identifying information is ever communicated in the request or response, so there's nothing to extract that would make a member vulnerable should their phone get lost or stolen."

While Mobile Banking is sure to appeal to a young audience, Vancouver Islanders aged 35 and older are attracted by the benefits of time saved and convenience as well. Within seconds of signing up and registering their mobile phones through online banking members can start receiving secure, up-to-date account information. "I was surprised at how easy it was to get started, and I love that the information I need is in the palm of my hand," said Val Eubank, a Business Analyst with Coastal Community who helped to pilot the new service. "There are no lines, logins or long-winded touchtone messages to deal with - and because I always have my cell phone with me, I'll always know the status of my accounts."

While regular fees from mobile phone carrier may apply (check with your individual carrier for details) Coastal Community Credit Union has implemented the new Mobile Banking service free of charge for members. "At Coastal Community we pride ourselves on providing unsurpassed service, and incorporating this technology is a logical extension of our online banking service," says Cristiano. "The cost to implement the new service is minimal, which enables us to provide this modern convenience at no cost so that members in every corner of Vancouver Island can stay on top of their finances during the busy holiday season and throughout the year."

For more information or to get started using Mobile Banking, contact your branch or visit www.cccu.ca

About Coastal Community Credit Union - Proudly serving Island communities for over 60 years, Coastal Community Credit Union is Vancouver Island's largest regional Credit Union. With more than 80,000 members, 650 employees, and \$1.5 billion in assets, Coastal Community offers complete smart financial solutions and services through an extensive network of personal banking, insurance, investment and business services centres across Vancouver Island. Passionate about the communities it serves, Coastal

Community offers support to community organizations through various programs and committed employees. For more information, visit www.cccu.ca.

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