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FOR IMMEDIATE RELEASE

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Yet another strong year for Coastal Community

Vancouver Island & the Gulf Islands, BC CANADA - Coastal Community Credit Union, the largest financial services organization based on the islands, had another strong and successful year in 2011, as reported at its Annual General Meeting held in Nanaimo recently, and in its Annual Report that was presented at the meeting.

Coastal Community reported strong performance across its three core experience areas as well as its financial performance, maintaining its position as the 17th largest credit union in Canada based on balance sheet assets. While balance sheet, or on-book, assets grew to \$1.68 billion, its total assets under administration grew to \$2.1 billion, which includes balance sheet assets and other investments managed on behalf of its members and clients. Coastal Community reported strong results across its credit union's personal banking and business banking areas, as well as its insurance and wealth management companies.

Coastal Community attributes their achievements to their employees' commitment to being more helpful as they focus on improving financial health, enriching people's lives and building healthier communities.

"One of our goals throughout this past year has been to continue doing what we do best—help our members and clients achieve their goals and dreams," says Susanne Jakobsen, Chair of Coastal Community's Board of Directors. "We're very grateful for the opportunity and privilege to do so, and we appreciate the strong vote of confidence and trust that our members and clients give us."

Under its Member and Client experience area, Coastal Community reported a wide range of high scores received through its member and client satisfaction surveys of 2011. Overall satisfaction was rated highly by 90% of its members, while 94% of them saw the organization as a good corporate citizen that operates fairly and ethically.

"Fully understanding the needs and goals of our members and clients allows us to focus on delivering an even more positive experience for them," says Adrian Legin, Coastal Community's President and CEO. "Our employees truly care about our members and clients, and they're focused on finding more ways to be helpful as they provide integrated solutions across our personal banking, business banking, insurance and wealth management areas."

When reporting on the Employee Experience, Legin expressed strong pride of his employee team as he highlighted the organization's achievement of 20th position in Aon Hewitt's Top 50 Employers in Canada list for 2012. "Our employees are our greatest strength, and none of our accomplishments would be possible without their never-ending dedication," says Legin.

Under its Community Experience, Legin reported that over \$593,000 was shared with community partners across the islands through Coastal Community's donation programs, sponsorships, fundraising efforts, and employee programs. "They're always taking their commitment one step beyond helping our members and clients achieve their goals and dreams to helping build healthier island communities," says Legin of his employee team. "Everyone at Coastal Community lives on the islands, so we care deeply about the health of our communities. Our employees give back through their leadership, time, expertise, fundraising efforts, and of course, their own donations. They're always coming up with new ways to be involved in our communities and to do great things."

Jakobsen concludes, “With our shared vision, we’re able to not only provide helpful financial services, products and advice, but also to live out our higher purpose of improving financial health, enriching people’s lives and building healthier communities. This resulted in some fantastic accomplishments in 2011 that the Coastal Community team is very proud of, with even more to come in the future.”

For more information, Coastal Community’s 2011 Annual Report is available online at www.cccu.ca or at any Coastal Community location.

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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 more than 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 two years in a row, and we are passionate about building stronger relationships to improve financial health, enrich people’s lives and build healthier communities. Visit us on the web at www.cccu.ca

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