



**COASTAL
COMMUNITY**
CREDIT UNION

Media Release

New name for Coastal Community Credit Union insurance operations

For immediate release

November 6, 2007 – Vancouver Island: In the initial phase of Coastal Community Credit Union's initiative to align its insurance operations under a single company, the first three of its six insurance subsidiaries will be renamed Coastal Community Insurance Services (2007) Ltd.

Effective November 12, Alder Insurance Services Ltd, Tuffrey & Mills Ltd and Community First Insurance Services Ltd. will operate under the new name.

"The alignment of our insurance agencies further strengthens the Coastal Community family of companies," said Rob Grundison, Senior Vice President, Operations. "This will allow us to offer service improvements over time."

Coastal Community's extensive network of insurance agencies includes 19 offices offering insurance, financial planning and wealth management products and services in communities across Vancouver Island.

"Clients will continue to receive the same great service and expert advice that they've come to rely on from us," said Lesley Maddison, Associate Vice President, Insurance at Coastal Community. In addition to expanded service, an enhanced product line is also under development for release in 2008.

Eight locations will be closed November 10-12 in order to complete tasks related to the change. Visit www.cccu.ca for a schedule of changes and a list of affected locations.

About Coastal Community Credit Union

Coastal Community Credit Union is the largest Vancouver Island-based credit union and has been supporting Island communities for more than 60 years. With more than 80,000 members, 650-plus employees, and over \$1.4 billion in assets, Coastal Community offers complete financial services and solutions through a growing network of community branches, insurance offices, business and financial planning centres across Vancouver Island. For more information, visit Coastal Community Credit Union on the web at www.cccu.ca.

Contact Information:

Michelle Vogelgesang
Coastal Community Credit Union
michelle.vogelgesang@cccu.ca
Phone 250-741-3200
Toll Free 1-888-741-1010