



WINDSOR FAMILY CREDIT UNION

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For Immediate Release

WFCU LAUNCHES NEW MOBILE BANKING APP

WINDSOR, ON – On Monday March 4, 2013 Windsor Family Credit Union (WFCU) unveiled a new mobile banking app available for download at the Apple Store. This Mobile App is designed for iPhone®, iPad® and iPod Touch®. This mobile app is convenient, fast and a safe and secure way for WFCU members to handle all their everyday banking needs wherever they are.

“At Windsor Family Credit Union (WFCU), maintaining a strong commitment to investing in our members, our community and our infrastructure has enabled the credit union to remain focused on being the best and on building strong relationships with our members and our community” said Marty Komsa, President and Chief Executive Officer, WFCU. “WFCU has been serving the financial needs of Essex County communities for over 70 years. Our mission at WFCU is to provide services and a full range of highest quality financial products. Offering new technology to meet our member’s needs and expectations is a priority at WFCU”.

WFCU Mobile Banking App allows members to check their account balances and activity, pay bills, transfer money between accounts, manage scheduled payments, check interest rates, send or receive INTERAC® e-Transfers and find a closest retail location or service free ATM. WFCU Mobile App is available free to download from the Apple Store. For more information please visit www.wfcu.ca

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About Windsor Family Credit Union

WFCU has long been recognized as one of the leading, progressive financial organizations in the City of Windsor and Essex County. Serving Windsor and surrounding communities for over 70 years, WFCU began in 1941 with assets of less than \$10,000 and now has \$1.4 billion in Managed Assets and Member Service Totals of \$2.1 billion. WFCU is the seventh largest in Ontario operating six (6) retail locations and serving 31,000 members including 28,000 Personal members in 15,200 households, 1,550 Businesses and 1,300 Organizations. WFCU membership is open to anyone who lives and/or works in Ontario.

The credit union having roots in the community is dedicated to offering the products and services that will enable members to conveniently handle all their financial business with WFCU. WFCU's Financial, Investment, Insurance and Trust product and service offerings are tailored to each member segment. Accessing the credit union and conducting everyday financial transactions is a priority for WFCU, providing a number of access channels to members including its above noted retail locations, live and automated telephone banking, online and mobile banking, MasterCard® credit card and merchant services, secure pre-authorized debit and credit services and 24 hour account access using a WFCU Member Card at ATMs and retailers.

Over the last 20 years WFCU has enhanced the financial strength of the credit union. Regulatory Capital remains strong at \$69.9 million and represents 7.62% of total assets and

13.12% of risk weighted assets. These ratios are substantially above regulatory standards of 4% and 8% respectively. The Deposit Insurance Corporation of Ontario (DICO) is the provincial deposit insurer equivalent to the federal Canada Deposit Insurance Corporation. WFCU's financial and operational strength is a result of planned initiatives developed in order to ensure that it strives to be the best.

WFCU is a loyal and active member of Central 1, the credit union's banker, trade association, and a financial cooperative. Central 1's role is to serve as central financial facility, liquidity manager, payments processor and trade association for the provincial credit union systems of British Columbia and Ontario. It provides leadership, advocacy, technology, and a range of support services in fulfilment of these key functions. Central 1 holds \$14 billion in assets.

Committed to the communities it serves, WFCU is proud to display the Imagine Caring Company logo and is one of only 100 companies in Canada to do so. Every year hundreds of local community organizations experience first-hand the benefits of several elements of WFCU's overall Community Investment Program, such as The Community 1 Free Chequing Account, Community Rooms, Scholarships, Donations, Sponsorships, Multi-Year Capital Giving and the Community Donations Fund.

WFCU stresses the importance of quality by maintaining an internal 5 Star Quality Program. Ranked in the Top 25 Small and Medium employers in Canada, WFCU values its staff and their on-going contributions. Reflective of offering a progressive work environment and culture supported by a strong focus on its employees and goals, WFCU has been repeatedly recognized as a Best Small and Medium Sized Employer and received multi-year ranking as one of the Best Workplaces in Canada.

WFCU's solid attributes of financial strength; innovation; local ownership; quality products and service; community mindedness; and strong human resource management, have resulted in the on-going success of the organization. WFCU is proud to serve the Windsor and Essex County community and to be a leading financial services provider. Nov -12