



WINDSOR FAMILY CREDIT UNION
Corporate Office
3000 Marentette Avenue
Windsor, ON N8X 4G2
p. 519.974.3100 f. 519.974.9098

News Release
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For Release

Two Trusted Names Announce Launch of *'WFCU Insurance Services' in Partnership with Southland Insurance*

WINDSOR, ON - Today, Windsor-Essex based organizations Windsor Family Credit Union (WFCU) and Southland Insurance announced their partnership and the launch of great new service for WFCU members. *WFCU Insurance Services in Partnership with Southland Insurance* is the creation of these two longstanding trusted names in the financial and insurance services industries. The exciting new partnership provides WFCU members with an expanded line of insurance service benefits.



"For over 70 years, our members have looked to us to assist them in making some of the biggest purchases they will ever make," remarked Martin J. Komsa. "Our products have enabled members to purchase their first home, a new car, and more. *WFCU Insurance Services, in partnership with Southland Insurance*, offers members a means to protect themselves and their important purchases through innovative, affordable and accessible insurance products."

WFCU Insurance Services, in partnership with Southland Insurance, provides enhanced access to a complete range of home and auto insurance products as well as additional products such as travel, commercial property, group home and auto and even pet insurance. Members receive in-person service at Southland Insurance's network of five convenient locations in Windsor-Essex; and Southland's technology and innovation expertise has expanded member access to service and quotes by telephone 519-988-7020 or through the web at www.wfcuinsurance.ca.

"It has been beneficial collaborating and developing an advanced solution that ultimately allows Southland to provide convenient and expanded insurance services for WFCU members", expressed Stephen Savage, President of Southland Insurance. "It is rewarding to partner with such a like-minded organization that also puts the best interest of its members and the community first. Innovation, accessibility and convenience in the services we offer have grown Southland Insurance to where we are today. We are looking forward to our affiliation with WFCU in introducing *WFCU Insurance Services, in partnership with Southland Insurance*. This partnership will broaden our relationship with WFCU members and the community."

Savage added, "Like WFCU, we believe Southland provides the best products and services in our individual industry and we want to grow the market we service. Introducing *WFCU Insurance Services, in partnership with Southland Insurance* is a great example of how together our organizations can achieve our goals while ensuring individuals receive the quality products and services they deserve."

Speaking to the growing line of products and services that WFCU offers its members, Komsa defines the credit union as ‘the total package’ when it comes to financial services. "*WFCU Insurance Services, in partnership with Southland Insurance*, is an extension of the most unique and competitive products WFCU offers members. We will continue to introduce new and unique products and services that are competitive, convenient and meet the financial needs of our members."

'WFCU Insurance Services in partnership with Southland Insurance' launches February 12, 2015.

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For further information please contact:

Martin J. Komsa
President and Chief Executive Officer
Windsor Family Credit Union (WFCU)
519-974-3100
mkomsa@windsorfamily.com

Stephen Savage
President
Southland Insurance
519-945-4943
ssavage@southlandinsurance.com

About Southland Insurance

Southland Insurance Brokers Inc. was founded in 1958, through the amalgamation of two Leamington insurance brokerage offices.

Today the firm operates from offices in Windsor, Leamington, Tecumseh, Harrow and LaSalle. Southland has become recognized as one of the leading insurance brokerages in Ontario. Southland Insurance Brokers offers a dedicated team of insurance professionals ready to satisfy all general insurance needs. They offer a variety of specialized insurance programs for clients.

As demonstrated by their Corporate Mission Statement, "our customers are the sole reason for our existence", their goal has always been, and continues to be, to provide professional service, comprehensive coverage with leading insurance companies, and the fairest possible price.

About Windsor Family Credit Union

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 \$1.9 billion in Managed Assets and Member Service Totals of \$2.7 billion. WFCU is the sixth largest in Ontario operating nine retail locations and serving 33,000 members including 30,000 Personal members in 16,000 households, 1,900 Businesses and 1,400 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 \$93.2 million and represents 8.4% of total assets and 13.9% of risk weighted assets. These ratios are substantially above regulatory standards of 4.0% and 8.0% 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 \$12.4 billion in assets.

Committed to the communities it serves, WFCU is proud to display the Imagine Caring Company logo. 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 Program. 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. A Gord Smith Healthy Workplace Award recipient, WFCU is committed to promoting the importance of health and well-being among its employees.

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.

For more information on WFCU visit wfcu.ca