



Media Advisory  
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For Release

**WFCU ANNOUNCES NEW RETAIL LOCATION IN THE TOWN OF AMHERSTBURG  
Located at Sandwich Street South and Simcoe Street**

WINDSOR, ON – Windsor Family Credit Union (WFCU) is pleased to announce its newest retail location will be located in the Town of Amherstburg at the corner of Sandwich Street South and Simcoe Street. The location is the seventh for the credit union and will mark WFCU's debut in the Town of Amherstburg and is planned to open for Spring 2013.

“WFCU is excited to be expanding to the Town of Amherstburg,” said Marty Komsa, President and Chief Executive Officer, WFCU. “It is thrilling to have the opportunity to become part of another thriving community. It was just a year ago that we announced our expansion to the Municipality of Leamington and we are extremely pleased with the business and relationships we have developed in that community since opening in Dec. 2011. WFCU looks forward to offering our complete range of financial, investment, insurance and trust services to all residents, businesses and organizations and building strong relationships within the Amherstburg community.”

WFCU, the community based full service financial organization, has been serving the Windsor and Essex County community for over 70 years with assets that have grown from just \$10,000 in 1941 to \$1.3 billion in managed assets and \$2.0 billion in member service totals, today. Over the years, WFCU has made a number of unique transformations and has expanded its product lines to give its members all the financial products they would ever need, at their convenience. With six (6) retail locations within Windsor and Essex County including the newest retail location in the Municipality of Leamington, the credit union operates under the vision of Quality, Convenience, Innovation, Open to Everyone and Yours To Own. WFCU attributes its success to their members, the staff who service their needs and the long-standing co-operative values and philosophies that have guided decision making.

The Amherstburg WFCU retail location will offer Personal, Commercial (including Agricultural), Institutional and Organization members the same great products and service offerings available at all of WFCU's retail locations. Products and services include:

- Financial Services including:
  - Family of FREE chequing accounts for personal, business and non-profit organizations
  - High interest savings account
  - Tax Free Savings Account
  - Competitive rates on personal loans, lines of credit and mortgages
  - Cashback mortgages
  - On-line loan and mortgage applications
  - Access to live and automated telephone, online and mobile banking, ATMs around the world
  
- Investment Services including:
  - Guaranteed Investment Certificates, registered and non-registered
  - Services through WFCU Wealth Management
  
- Insurance Services
  - Life, home, auto and more
  
- Trust Services
  - Custom solutions for Living Trusts, Joint Partner Trusts, as well as assistance with estate administration

Open to everyone, the retail location will feature a unique customer service environment not found at most other financial institutions. It will offer full service personalized conveniences including drive-up tellers and sit-down service with no teller lines.

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 WFCU's overall Community Investment Program. 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 ongoing contributions. To learn more about WFCU please visit [www.wfcu.ca](http://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 \$1.3 billion in Managed Assets and Member Service Totals of \$2.0 billion. WFCU is the seventh largest in Ontario operating six (6) retail locations and serving over 31,000 members including 28,000 Personal members in 15,200 households, 1,450 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 over \$68.0 million and represents 7.50% of total assets and 12.72% 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 Canadian 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; innovation; 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. May -12