



NEWS RELEASE

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EXPANDING THROUGH ONTARIO WFCU CREDIT UNION LAUNCHES DIGITAL BANKING SERVICE – OMNIA DIRECT

WINDSOR, ON – WFCU Credit Union, long recognized as one of the leading, progressive financial organizations in the City of Windsor and Essex County, serving Windsor and surrounding communities for over 75 years, is expanding through Ontario with the launch of **omnia direct**.

Launching Saturday, January 30, 2016, **omnia direct** is an innovative digital branch that offers a quick, hassle free way to ebank by delivering an industry first online application that provides easy access to safe, secure financial services anytime and anywhere.

WFCU Credit Union is committed to offering the best possible financial products and services and has started to share its industry best offerings beyond Windsor Essex. As part of WFCU Credit Union's strategic plan to grow in Ontario, WFCU Credit Union recently launched market leading initiatives, such as, WFCU Credit Union Foreign Exchange Services. The Foreign Exchange Services provides members with real time market rates. In addition, WFCU Credit Union Finance and Leasing has expanded its relationship with FCA Canada and now provides auto leasing services to all FCA Canada dealers across Ontario with Auto+ Lease by WFCU Credit Union.

“This is an exciting new direction for the credit union,” says Board Chair, Marty Gillis. “We are responding to continuous requests for accessibility across Ontario. As a Board, we feel **omnia direct** is the most responsive and sustainable way to expand and offer our sought after and valued services.”

WFCU Credit Union has maintained a reputation of quality customer service and cultivating long-lasting relationships with its members. Members are greeted on the phone and in the branch by a live person. Although **omnia direct** offers an online experience, including an online application, members can also reach an **omnia direct** representative by calling a dedicated contact centre.

Omnia direct's initial product offering is a market leading 2.69 percent* premium rate on a two-year GIC, for the first six months.

“And the benefits won't stop there either,” emphasizes President and CEO, Marty Komsa. Now that WFCU Credit Union has decided to expand its offerings to markets outside of Windsor-Essex through its digital branch, it will be able to offer the same value for service benefits that its members have enjoyed for the past 75 years by adding more products.

The 2014 Abacus Data report entitled, “How Canadians Bank”, states the internet is now the main means of banking for 55 per cent of Canadians. Mobile banking is increasing in all age groups, with 43 percent of Canadians expecting to conduct their banking using mobile devices in the near future.

Komsa says, “The increasing use of the web and mobile devices for everyday banking needs meant WFCU Credit Union was able to expand its reach beyond our current membership.”

WFCU Credit Union is the sixth largest credit union in Ontario with nine retail locations and 35,200 members including 31,600 personal members in 16,000 households, 2,100 businesses and 1,500 organizations. WFCU Credit Union has \$2.4 billion in Managed Assets and Member Service Totals of \$3.3 billion.

“This will be our 10th branch but the difference is that it won't be a branch built out of bricks and mortar but rather digital,” says Eddie Francis, former City of Windsor Mayor and Executive Vice President, Operations and Member Experience at WFCU Credit Union.

“People looking for an alternative will quickly learn that we're not a bank,” Francis says. “We're better, and **omnia direct** is the perfect way to ebank.”

Omnia direct users will find that WFCU Credit Union not only surpasses their expectations but as **omnia direct** grows to offer more services, users will be liberated from the high fees and lower rates they often find with the banks. “Access to **omnia direct** is hassle-free and simple. Users will find the online application process extremely user friendly,” expresses Francis.

Funds deposited with **omnia direct** receive the same level of protection as any financial institution. Operating exclusively online, strict security measures are maintained to ensure members' financial and personal data are kept confidential and safe. WFCU Credit Union is a member of the Deposit Insurance Corporation of Ontario (DICO), and therefore, all eligible **omnia direct** deposits are insured**.

“We are extremely excited to introduce **omnia direct** to Ontario, this is just the beginning,” adds Komsa.

To find out more, visit omniadirect.ca or contact an **omnia direct** representative at 1-888-767-9535.

*Rate of 2.69% is for the first six months of a 2-year term. Rate of 2.00% is for months 7 – 24 of a 2-year term. New funds only. Minimum investment of \$500. Terms and conditions apply. Rate subject to change without notice. **For further information on deposit insurance, please ask for a brochure or call DICO at 1-800-268-6653 or log on to the website at www.dico.com.

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