

FOR IMMEDIATE RELEASE

East Coast Credit Union is excited to announce enhancements to the Inverness Branch

March 6th, 2019, Antigonish, NS – On March 11th, East Coast Credit Union will begin a branch transformation project for our Inverness branch that will provide our members and local community with an enhanced member service experience.

The new, modern branch will be designed with a specific focus on improving the member experience. Our goal with this transformation is to meet the changing needs and expectations of our membership and community. We want to create a comfortable and welcoming open concept environment that encourages financial discussions, engagement between members and staff as well as self-serve options using innovative technology solutions. Centrally located in the town of Inverness, it will provide East Coast Credit Union with a more significant presence in the community. Ken Shea, East Coast Credit Union's President and CEO, explained "Redesigning this branch is about more than just a new look. It is about providing an exceptional member experience and a commitment to supporting the community and the people who live in it. We want to be the preferred financial services provider in the community. We are invested in helping our members and potential members achieve their financial goals."

The renovations at the Inverness branch will follow many state-of-the-art building practices to bring a more positive experience to our members and community. It will also include eco-friendly features such as a solar roof and LED lighting. "We are very excited about this transformation and look forward to sharing our newly designed branch with all our community members," said Shelagh Fraser, Branch Manager.

"We want to show the local community how our new building provides a positive impact in the community of Inverness." said Ken Shea. "It's a pleasure for us to demonstrate our continued commitment to building a stronger community."

During construction, which is expected to last until July, members will be served in a temporary location which they can access at the back of our current location. We appreciate your patience and understanding during this project and look forward to unveiling our new branch to our members and the community in the Summer of 2019.

About East Coast Credit Union

East Coast Credit Union is a dynamic, full service, financial co-operative using a member-first approach to partner with individual and business members to achieve financial success. East Coast Credit Union is the largest credit union in Atlantic Canada with approximately \$770 million in assets and serving over 41,700



members from a branch network reaching from Cape Breton to Halifax, giving you more access when and where you need it. They have grown to become a stronger credit union that is focused on investing in your communities, providing competitive products and new services and building relationships with your unique financial needs in mind. Providing convenient and flexible banking options means their members can do their banking any way, anywhere! They are proud to be a part of the credit union system that has been ranked first in customer service excellence out of all financial institutions for 12 years in a row. East Coast Credit Union is locally owned by their members. They are committed to supporting the communities they live and work in through not only financial support but also countless volunteer hours.

-30-

East Coast Credit Union Media Contact:

Ken Shea, President and CEO, 902-464-7110, ken.shea@creditunion.ca

Trudy Wells, Senior Manager, Marketing & Communications, 902.464.7111, trudy.wells@creditunion.ca

-END-