

Media Release

Alterna Savings Opens New Flagship Location in Downtown Ottawa

**- Mayor Watson recognizes contribution of local credit union
with more than 100 year history in Ottawa -**

Ottawa , June 13th, 2013 – Robert Paterson, President and CEO of Alterna Savings joined with His Worship Jim Watson to officially open the new flagship branch of Alterna Savings today in downtown Ottawa.

Located at 112 Kent St. in Place de Ville, the new location is the single most important branch in Alterna’s 23 location system serving 24,000 members and employing 24 staff.

“Alterna Savings has been dedicated to serving the Ottawa community for over 100 years,” explained Rob Paterson, President and CEO at Alterna. “We are committed to serving our members and will continue to focus on making a difference in their lives.”

“I want to congratulate Alterna for opening its new flagship location,” said Mayor Jim Watson. “This great location will be very convenient for its clients working and living downtown.”

The new Alterna branch proudly offers the Ottawa Community:

- Convenient access to everyday banking needs: daily banking, loans and mortgages, investing, and more
- Wealth management experts that will help members build a complimentary Personal Investment Plan
- A dedicated member lounge - check account details online with self-serve computers and complimentary coffee
- More Alterna representatives available to assist with banking needs
- A community boardroom designed for member education seminars
- Digital displays throughout the branch to provide up-to-date information about Alterna Savings’ latest products, services and upcoming events
- Convenient hours of operation and two on-site ABMs with 24-hour access
- A fresh, modern setting where members can comfortably discuss their finances

Alterna Savings and Credit Union Limited was formed in 2005 by the merger of The Civil Service Co-operative Credit Society, Limited (CS CO-OP) and Metro Credit Union. CS CO-OP was established in Ottawa in 1908. It was the first credit union in Canada outside of Quebec.

About Alterna, and what makes us different? We're a member-owned credit union with more than a century of putting people and communities first. Alterna Savings and our wholly-owned subsidiary, Alterna Bank, provide full financial services including personal and business banking, to over 100,000 people in Ontario and Quebec. With 21 branches in Ontario and two in Gatineau, Quebec, we're sure to be nearby. Or, bank with us 24/7 wherever you are with our online or telephone banking service. And, we're part of THE EXCHANGE NETWORK®, giving you access to over 2,400 ABMs nationwide.

Membership is open to anyone looking for a financial services provider with strong values and a local, community focus. Whether you have a little money or a lot, we can always help you find a smarter way to make your money work for you. Learn about the Alterna difference at www.alterna.ca.

Tweet us @AlternaSavings and connect with us on Facebook.com/AlternaSavings

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For further information:

Emily Pearce

Temple Scott Associates for Alterna Savings
613-241-6000 ext. 246
epearce@tsa.ca

Pamela Stewart, Vice President & Chief Marketing Officer
416-252-5625 ext. 7703
pamela.stewart@alterna.ca