

## Alterna Savings Announces new suite of Visa® Cards

October 16, 2017 - Alterna Savings announced today the launch of a new suite of Visa® retail and business cards. The suite consists of 11 credit cards that will offer members greater selection, more rewards, and a smarter way to shop.

“Convenience and exceptional service are experiences we take very seriously,” explains Rob Paterson, Alterna Savings President & CEO. “Our new family of Visa® products will provide greater flexibility and rewards to Alterna Savings’ personal and business members, but what’s really exciting is that members can now choose from a wide variety of options that are a perfect match for their unique needs.”

Card options have targeted features that benefit specific demographic groups quite well, and all card offer purchase protection and extended manufacturer warranties. People on the go will appreciate Mobile Device insurance which will help protect members in the event their phone is lost, stolen, or damaged. Students will benefit from a lower rate, and snow birds will like extensive travel rewards such as trip cancellation and medical coverage. Frequent travellers will definitely benefit from the Infinite Card features and rewards which include a dining, luxury hotel and entertainment series.

Business owners have their own suite of cards to choose from, and many will certainly appreciate the streamlined expense reporting feature. And there is an Infinite Business Card too, for those business owners who are looking for extra comforts that make their travels easier and free time more leisurely.

“We are thrilled to be working with Collabria, who shares our spirit of collaboration and who has successfully provided us a great new line of credit cards,” said Paterson. “This is a true partnership which embodies our commitment to providing exceptional service and products to our members.”

Collabria CEO John Dundas said, “We are also very excited to partner with Alterna Savings and Credit Union to deliver competitive and attractive credit card products to their members. Alterna’s vision and innovative approach contributed to the development of a unique credit card program that will help provide superior payment experiences for their members. We look forward to their success.”

Members can sign up for new Visa® cards by visiting any Alterna Savings branch or by visiting <http://www.alterna.ca>.

About Alterna For more than 100 years, Alterna Savings and Credit Union Limited has been charting new directions to help Ontarians achieve their financial dreams and build strong, vibrant communities. The first full-service, member-owned co-operative financial institution outside Quebec, Alterna Savings shares our expertise with more than 143,000 members. Holding over \$5.2 billion in assets under administration, we offer a full suite of financial services online, by phone, by mobile and through a



network of 34 branches across Ontario, including our federated partners Peterborough Community Savings, and Nexus Community Savings, both divisions of Alterna Savings and Credit Union Ltd. Alterna Bank is a wholly-owned subsidiary of Alterna Savings. Alterna Bank offers innovative, online financial services to all Canadians. Alterna Savings members also have access to the 2nd largest surcharge free ATM network in Canada with THE EXCHANGE® Network. For more information please visit [www.alterna.ca](http://www.alterna.ca).

### **About Collabria**

Collabria is a unique payment solutions provider created to deliver customized, end-to-end credit card products and services. At its core, what sets Collabria apart is its foundation in partnership, collaboration and responsiveness. With Collabria, you'll never have to settle for "one size fits all" programs. Instead, Collabria professionals work with you to design solutions built around the exact needs of your financial institution and your customers. For more information, visit [collabriafinancial.ca](http://collabriafinancial.ca).

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