

## **NEWS RELEASE**

For immediate release: February 16, 2009

### **Servus Credit Union receives elite Platinum status**

**Edmonton, AB** – Servus Credit Union earned national recognition in its initial year of operations as Canada's first province-wide credit union with admission to the Platinum Club of Canada's 50 Best Managed Companies program.

Established in 1993, the Canada's 50 Best Managed Companies is a national awards program, recognizing excellence in Canadian owned and managed companies. The award is based on an evaluation of strategy, capability, commitment and financial performance.

"We would like to congratulate Servus Credit Union and its entire workforce. Achieving Canada's highest level of business excellence takes a united effort and we are privileged to acknowledge such a strong team," explained John Hughes, Partner, Private Services Group with Deloitte, a national sponsor of the Best Managed program along with CIBC Commercial Banking, the National Post and Queen's School of Business.

"Being inducted into the Platinum Club of Canada's 50 Best Managed Companies is an honour," said Garth Warner, President and Chief Executive Officer of Servus Credit Union. "It is an acknowledgement that our formula for success is serving our member-owners very well, because when we succeed, they succeed."

Unlike banks, Servus members share directly in the credit union's profits. In 2009, Servus distributed \$42.2 million in Profit Share to members and invested another \$1.8 million in local communities.

Servus Credit Union achieved Platinum status in its first year of operations since becoming a province-wide credit union and despite a global economic meltdown that challenged many financial institutions. Servus opened six new branches in 2009 and earned outstanding scores for member satisfaction in an independent survey of members.

"This award is a tribute to the loyalty of our member-owners, who recognize the unique advantages of dealing with a credit union, and to our employees who deliver on the promise every day" added Mr. Warner.

#### **About Servus Credit Union Ltd.**

Servus Credit Union is a full service member-owned financial institution serving 400,000 members through a network of more than 100 locations in 62 Alberta communities. On November 1, 2009 Servus marked its first anniversary as the first province-wide credit union in Canada, with more than \$10 billion in assets. The credit union provides a complete line of banking services including registered accounts, financing, investments, wealth management, insurance, commercial banking, 24-hour online and telephone banking. Servus Credit Union member-owner deposits including accrued interest are 100% guaranteed by the Credit Union Deposit Guarantee Corporation. Operations are managed through the Edmonton head office with regional offices in Lloydminster and Red Deer. For more information, call toll-free 1-877servuscu (1.877.378.8728) or visit [servus.ca](http://servus.ca).

### **About Canada's Best Managed Companies**

Celebrating its 18th anniversary, Canada's 50 Best Managed Companies continues to be the mark of excellence for Canadian owned and managed companies with revenues over \$10 million. Every year since the launch of the program in 1992, hundreds of entrepreneurial companies have competed for this designation in a rigorous and independent process that evaluates their management skills and practices. The awards are granted on three levels: 1) Best Managed winner (one of the 50 new winners selected each year); 2) Requalified member (repeat winners retain the 50 Best Managed designation for two additional years, subject to annual operational and financial review; 3) Platinum Club member (winners that maintain Best Managed status for a minimum of six consecutive years). Program sponsors are Deloitte, CIBC Commercial Banking, National Post and Queens' School of Business. For further information visit [www.canadas50best.com](http://www.canadas50best.com).

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