

MEDIA RELEASE

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Credential Direct achieves top online brokerage rankings again *Latest Surviscor rankings keep Credential Direct on top for sixth straight time*

Vancouver, BC - For the sixth time since 2004, Credential Direct has been ranked best online brokerage firm in Canada, confirming its status as the premier brokerage in the country.

In Surviscor's Fall 2008 Online Discount Brokerage Review released last week Credential Direct retained both the *Overall* and *Investor* top spots for an unprecedented fifth consecutive analysis. Credential Direct has held the top spot since Surviscor began their semi-annual rankings in 2005, and a #1 ranking from Gomez Watchfire in 2004, brings the company's tally to an impressive six consecutive rankings as top online brokerage in Canada.

"We're extremely pleased by the results, said Lothar Fabian, Vice-President, Credential Direct. "We strive to continuously improve our online products and services to provide our customers with value-driven, investment focused functionality and this top ranking is a reflection of that commitment."

In the *Overall* category, Credential Direct scored an impressive 77.28 out of 100, ahead of the closest competition by 12.6%, and in the *Investor* category Credential Direct was ahead by 13.3% - both significant margins ahead of the competition. Surviscor's review of the online discount brokerage firms includes bank-owned and independent firms. Companies are evaluated for the online features and functionality they possess with seven main criteria and over 1000 individual questions being explored.

Surviscor Inc. is a Canadian firm that analyzes and ranks Canadian online services offered to retail customers and then produces independent and unbiased annual and semi-annual scorCards (TM). The scorCards (TM) serve as industry benchmarks for consumers and industry firms.

About Credential Direct

Established in October 2000, Credential Direct is an online brokerage service delivering access to self-managed equity, mutual funds, bonds, and options trading to all Canadians. Credential Direct is a division of Credential Securities Inc., the credit union system's preferred full service brokerage.

As a part of Credential Directs' commitment to investor education, the company is the presenting sponsor of *Stockstar* - Canada's first ever real-time stock market trading contest. With over \$150,000 in cash and prizes up for grabs, this four month long contest, organized by financialpost.com started in September and continues through January 16, 2009. Over 22,000 people are registered to play and the game can be joined at any time before it is over. For more information on Stockstar go to: www.stockstar.ca

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