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FOR IMMEDIATE RELEASE – February 4th, 2009

Affinity Credit Union Opens New Branch on Cowessess First Nation

Affinity Credit Union today opened a new 1,912 square foot full-service branch on Cowessess First Nation serving over 3,500 Band members.

The opening was attended by representatives from the Provincial Government, First Nations Leaders and Affinity Credit Union executives. It was followed by a cultural feast with members of the Cowessess Band and members of the community.

According to the credit union, this new branch opening represents a key investment in the area and is part of Affinity's strategic plan to provide access to financial services to First Nations people across the province through their First Nations District.

George Keter, Affinity's CEO, said: "The increasing importance of First Nations communities in the provincial economy, and the young and growing Aboriginal population, make it a priority for our credit union to connect growth meaningfully with First Nations.

"Our newest location allows us to better serve our members and demonstrates our commitment to meeting the financial needs of this thriving community."

"This is an exciting opportunity for our band members," said Chief Gordon Lerat, Cowessess First Nation. "Our partnership with Affinity Credit Union will encourage the involvement and advancement of First Nations people in creating a more prosperous future for ourselves and for Saskatchewan."

Affinity has a long history of service to the First Nations community and is one of the first credit unions to open an on-reserve full-service branch on a First Nations reserve. In addition to offering banking expertise, Affinity will take an active role in supporting Cowessess partnership initiatives, educational programs and community development.

The branch is supported by a team of three people: a Business Development Manager and two Member Service Representatives. It is open Monday and Wednesday from 10:00am to 3:30pm and Friday from 10:00am to 4:30pm. The branch will be closed from 12:30pm to 1:30pm for lunch. It includes an automated teller machine.

Affinity Credit Union is the second largest credit union in Saskatchewan and aims to be the financial institution of choice. It offers access to a complete range of financial services including insurance and wealth management products to over 95,000 members through a network of 46 branches in 37 communities across the province.

For more information, contact:

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