

Sunshine Coast Credit Union CEO to retire in early 2010

For Immediate Release July 10, 2009

GIBSONS, B.C., July 10, 2009 – Bernie Bennett, Chair of the Sunshine Coast Credit Union’s Board of Directors, today announces the upcoming retirement of Chief Executive Officer, Dale Eichar, effective January 31, 2010. Mr. Eichar’s retirement will end a highly successful tenure spanning more than 25 years and one characterized by stable leadership and dedicated community service. “On behalf of the Board, we would like to thank Dale for his exceptional record of financial and organizational accomplishments, and for ensuring that Sunshine Coast Credit Union has remained a customer-driven, and active, responsible corporate citizen in this community”.

“Leading Sunshine Coast Credit Union has been a great privilege,” says Dale Eichar, “Our work on the Sunshine Coast has been challenging but exceptionally rewarding. I am truly grateful for the patronage of our members and for the ongoing contribution of our dedicated staff and community partners. The Credit Union’s continuous profitability and growth would have been impossible without their support – certainly, we have achieved great things together.”

The Board has retained Ray & Berndtson, Canada’s largest executive search firm, to undertake the search for Dale Eichar’s replacement, anticipated to conclude prior to January 2010. Sunshine Coast Credit Union will continue to meet the needs of its valued members and actively contribute to the Sunshine Coast communities that it serves.

Dale Eichar joined Port Mellon Credit Union in 1981, which later merged with Sunshine Coast Credit Union. During his tenure, the organization has grown from \$13.5 million to over \$300 million in assets and has become recognized as a progressive financial service provider at the forefront of local community involvement, well positioned for future growth. Prior to Sunshine Coast Credit Union, Dale Eichar was General Manager of Lakes District Credit Union. He has also served as a director of Cue Datawest Ltd. and Stabilization Central Credit Union, and has participated in numerous committees of Central 1’s (Credit Union Central of B.C.’s) Board of Directors. Over the years, Mr. Eichar has been an active volunteer for many Sunshine Coast organizations and is currently director for the Sunshine Coast Community Foundation.

About Sunshine Coast Credit Union

Serving local communities for more than 65 years, Sunshine Coast Credit Union is one of the Sunshine Coast’s largest employers. With more than 14,000 members, 100 employees, and \$333 million in assets, Sunshine Coast Credit Union offers complete financial services and solutions through three branches in Gibsons, Sechelt and Pender Harbour in conjunction with its financial planning subsidiary, SunCu Financial Services Inc. Dedicated to the communities it serves, Sunshine Coast Credit Union has given back over \$600,000 to local communities in the past six years alone. For more information, visit us online: www.sunshineccu.com.

– 30 –

For more information please contact:
Bernie Bennett, Chair Board of Directors
Sunshine Coast Credit Union
604-885-1577