

Sunshine Coast Credit Union Appoints New CEO

For Immediate Release November 23, 2009

GIBSONS B.C., November 23, 2009 –Mr. Bernie Bennett, Chair of Sunshine Coast Credit Union’s Board of Directors, is pleased to announce the appointment of Ms. Shelley McDade as incoming Chief Executive Officer for Sunshine Coast Credit Union, commencing February 1, 2010. Ms. McDade’s appointment follows a targeted nation-wide search and rigorous evaluation process facilitated by Ray & Berndtson, an international executive search firm. As announced earlier this year, current CEO Mr. Dale Eichar will retire on January 31, 2010, after more than 30 years in the credit union system.

Ms. McDade began her career in the financial services industry over 30 years ago and in 2007, accepted the position of Chief Operating Officer at Sunshine Coast Credit Union. She currently oversees both the retail banking within the Credit Union’s three branches as well as the financial planning subsidiary, SunCu Financial Services Inc.

Prior to joining Sunshine Coast Credit Union, Ms. McDade held executive positions at Coastal Community Credit Union and brings many years of experience in operations, wealth management, insurance, marketing, human resources, branch management and commercial services.

“We are thrilled to welcome Shelley to the CEO position,” said Mr. Bennett. “Shelley has the proven ability to charismatically lead and successfully grow an organization. In addition, her dedication to the credit union industry and her commitment to community service are exceptional. We are pleased to appoint a leader not only with executive experience and an excellent reputation within the industry, but also someone with extensive understanding of the unique credit union system as a whole,” comments Mr. Bennett.

Ms. McDade is a well-respected leader to various community and industry groups and is currently Vice Chair of Best Coast Initiatives, the Economic Development Board for Gibsons and Areas E and F on the Sunshine Coast. She has been praised for her “professionalism, stability and collaborative leadership style” as well as applauded for her “commitment to both co-operative principles and to the members of Sunshine Coast Credit Union.” A sought-after community and industry speaker, Ms. McDade has presented on various subjects including Leadership, Building Alliances and Change Management. She obtained her MBA from Aspen University in 2009.

“In addition to cultivating a trusted, community-focused organization, Dale has taken Sunshine Coast Credit Union from \$13.5 million to over \$330 million in assets,” Ms. McDade comments. “I am honored to be the CEO successor at such a well-respected, thriving organization. Sunshine Coast Credit Union has every opportunity to continue to be one of the most successful, well respected credit unions in Canada, and the Coast’s financial institution of choice. I relish the opportunity to work with the Board, employee and member stakeholders in writing the next chapter.”

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.

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For more information please contact:

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Sunshine Coast Credit Union

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