

NEWS RELEASE

North Shore Credit Union offers chance at \$1 million to three non-profit groups

VANCOUVER, CANADA, January 8, 2007 — After receiving a whopping 140 applications last November from charitable organizations, North Shore Credit Union is pleased to announce that three non-profit groups have been short listed for the opportunity to receive an award of \$1 million. The NSCU Charitable Foundation Board of Trustees will announce the successful recipient at its Annual General Meeting this April.

The grant will be awarded to the project that most effectively demonstrates its support of the physical, environmental or financial wellness of one of the communities served by NSCU: the North Shore, downtown Vancouver, Burnaby, Squamish, Whistler or Pemberton.

The finalists include:

North Shore Hospice, a partnership of Lions Gate Hospital Foundation, Family Services of the North Shore, Lions Gate Hospice Society and Vancouver Coastal Health to build the North Shore's first free-standing hospice, which will provide quality, end-of-life care in a home-like setting to stable, but terminally ill individuals who no longer are receiving active treatment.

North Vancouver Outdoor School (NVOS) to build an Environmental Learning Centre that provides outdoor education, including community and environmental stewardship, to more than 5,000 students and 6,000 adults in the Sea-to-Sky corridor each year.

West Coast Alternatives Society (WCAS) to expand its current facility and Kids FIRST program (Families in Recovery Staying Together). Located on the North Shore, WCAS provides addiction prevention and treatment services as well as support to children affected by parental substance misuse.

"This award is a wonderful way to create a meaningful legacy," said Sue Adams, Chair of the NSCU Foundation. "We are absolutely thrilled with the response and encouraged by the number of organizations wanting to make our communities a better place to live.

"Although the decision will be challenging, this process has opened our eyes to new opportunities to support worthwhile community projects in the future."

To help promote the \$1 million gift, CTV broadcasted a public service announcement last November on Channel 9 featuring newscaster Pamela Martin and the song "If I Had a Million Dollars" by Canadian group Barenaked Ladies. A popular Canadian band, the Barenaked Ladies granted permission to use their catchy song in the PSA.

The \$1 million charity award is a one-time gift. Last year, NSCU decided to dissolve its Charitable Foundation, and its \$1 million in assets, to pursue a more flexible charitable giving program with greater impact.

About North Shore Credit Union

With 12 branches in communities from Burnaby and downtown Vancouver to Whistler, Squamish and Pemberton, North Shore Credit Union provides expert advice on banking, loans, investments and insurance. North Shore Credit Union has \$1.8 billion in assets under administration, nearly 300 employees and 40,000 members. Its subsidiaries include United Mortgage Group, North Shore Capital Corporation, North Shore Leasing Ltd., Pacific Spirit Properties Ltd. and North Shore Insurance Services Ltd. A multi-year winner of the North Shore News Readers' Choice Award for "Favourite Community-Spirited Business", NSCU is also designated a Caring Company by the Canadian Centre for Philanthropy and is a proud member of Canada's IMAGINE program. The Credit Union has also been honoured numerous times as one of the most technologically innovative financial institutions in North America. For more information, visit www.nscu.com.

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