

FOR IMMEDIATE RELEASE

East Coast Credit Union named one of Atlantic Canada's Top Employers and Nova Scotia's Top Employers (2019)

Halifax, NS, January 29, 2019 - East Coast Credit Union is proud to have been named one of Atlantic Canada's Top Employers for 2019 which was announced in the January issue of the Atlantic Business Magazine. East Coast Credit Union was also recognized as one of Nova Scotia's Top Employers (2019) announced by Mediacorp Canada Inc. on January 26th. This is an accomplishment that speaks to the dedication that East Coast Credit Union has for both its employees and members.

"Taking care of our employees and creating an enjoyable workplace is very important to us," says Ken Shea, President and CEO of East Coast Credit Union. "These awards reflect the atmosphere we try to create for not only our employees, but also for our members. We want to make sure everyone has opportunities to ask questions or discuss issues, and we also encourage employees to share suggestions they have for innovation, process improvements or new products and services," says Shea. "Listening to employees and striving to create a comfortable and understanding workplace environment is vital to the success of East Coast Credit Union."

East Coast Credit Union strives to take care of its employees and essentially create a working environment that resembles a close-knit family. This award was achieved due in part to several "perks of the job", such as a dedicated spending account of \$200 per employee per year for health and wellness related expenses, corporate charitable efforts, paid time off to volunteer, as well as matching employee charitable donations and generous pension plans.

"We are thrilled and honored to receive this recognition," says Layla Khalil, VP of Human Resources. "At East Coast Credit Union, we believe that providing exceptional member service starts with maintaining an environment for our employees where they feel excited to come to work and empowered to make a difference in our members' lives and the communities we serve. We promote collaboration, creativity and being socially responsible in every decision and action we take."

Atlantic Canada's Top Employers (2019) aims to recognize the employers in Atlantic Canada with exceptional human resource programs and forward-thinking workplace policies that benefit employees of the business. The Top Employers were selected based on the following eight criteria: (1) Physical Workplace; (2) Work Atmosphere & Social; (3) Health, Financial & Family Benefits; (4) Vacation & Time Off; (5) Employee Communications; (6) Performance Management; (7) Training & Skills Development; and (8) Community Involvement. Nova Scotia's Top Employers were evaluated using the same criteria as the Atlantic competition.

We would like to congratulate all the other businesses recognized as Atlantic Canada's Top Employers and Nova Scotia Top Employers for 2019.



About East Coast Credit Union

East Coast Credit Union is a dynamic, full service, financial co-operative using a member-first approach to partner with individual and business members to achieve financial success. East Coast Credit Union is the largest credit union in Atlantic Canada with approximately \$770 million in assets and serving over 41,700 members from a branch network reaching from Cape Breton to Halifax, giving you more access when and where you need it. They have grown to become a stronger credit union that is focused on investing in your communities, providing competitive products and new services and building relationships with your unique financial needs in mind. Providing convenient and flexible banking options means their members can do their banking any way, anywhere! They are proud to be a part of the credit union system that has been ranked first in customer service excellence out of all financial institutions for 12 years in a row. East Coast Credit Union is locally owned by their members. They are committed to supporting the communities they live and work in through not only financial support but also countless volunteer hours.

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