

Newfoundland and Labrador Credit Union Wins Four Achievement in Marketing Excellence Awards (AIME)

(St. John's, NL) . May 29, 2013.

Announced at the 2013 Strategic Marketing Conference and the AIME Awards Gala last night at the Westin in Whistler, BC, Newfoundland and Labrador Credit Union (NLCU) was the winner of four AIME awards (Electronic Marketing, Point of Purchase, Direct Marketing and New Product Launch).

AIME awards, awarded by the Marketing Association for Credit Unions (MACU), has become the symbol of marketing excellence within the Canadian credit union system. It showcases the most impressive, effective and creative marketing and communications seen in the credit union industry.

Accepting the award was Shannon Goodyear, NLCU's Director, Marketing and communications.

About Newfoundland and Labrador Credit Union

Newfoundland and Labrador Credit Union (NLCU) is a full-service financial institution with over 21,000 owners and over \$500 million in assets. As the largest credit union in Atlantic Canada, NLCU has 13 locations province-wide with financial services ranging from chequing and savings accounts, loans, mortgages, commercial services, RRSPs, RESPs, investments, retirement planning, insurance, wealth management, income tax service, online brokerage, online banking and more. NLCU is dedicated to providing the most effective financial services and wise financial guidance to empower our owners to make the best financial decisions.

For more information on NLCU visit www.nlcu.com.

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