

Newfoundland and Labrador Credit Union wins Ethics Award at 10th Annual Atlantic Business Ethics Awards

(St. John's, NL): Newfoundland and Labrador Credit Union (NLCU) won the 10th Annual Atlantic Business Ethics Award in the category *over 75 employees*. The Better Business Bureau's 10th Annual Atlantic Business Ethics Awards were held last night, October 23, 2014, at the Westin Nova Scotian in Halifax, Nova Scotia. NLCU was among two other accomplished and well deserving finalists to be recognized in this category - Sobeys and Bell Aliant.

"As the largest Credit Union in Atlantic Canada, serving over 21,000 members at 13 locations, we are constantly looking for ways to engage and lead within the financial industry, and within our communities. We do this by fulfilling the needs of our members and delivering expert financial products and services tailored to their individual needs," explains NLCU's CEO, Allison Chaytor-Loveys. "Core to NLCU's values is balancing the needs of our members, employees, communities and our own strategic plan. The end result is the creation of an ethical corporate environment that permeates through the entire organization."

Newfoundland and Labrador Credit Union's vision is to be the superior provider of the ideal financial service experience. As an ethical organization, their focus is gaining the complete trust and confidence of members. This marks the second year NLCU has been recognized as an Ethics Award finalist. NLCU was proud to be this year's winner of the Better Business Bureau Ethics Award.

"While I know the entire NLCU team embraces our corporate values and conducts business in a very ethical manner, to be recognized by the Better Business Bureau in this way verifies our credibility in the marketplace," says Chaytor-Loveys. "Our commitment to our people and community define us as an organization, how we do business, and the products and services we deliver to our members."

The Atlantic Business Ethics Awards shines the spotlight on the top ethical businesses, and gives public recognition to these companies across the Atlantic Provinces. For a full list of this year's winners, visit <http://www.bbb.org/atlantic-provinces>

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For media inquiries:

Mr. Shannon Goodyear, *Director, Marketing and Communications*
(709) 758-8217
sgoodyear@nlcu.com