

For Release

EXECUTIVE ANNOUNCEMENT

MARTIN (MARTY) J. KOMSA TO ASSUME CHIEF EXECUTIVE OFFICER ROLE EDDIE FRANCIS TO ASSUME ROLE OF PRESIDENT

WFCU CREDIT UNION SUCCESS CONTINUES

WINDSOR, ON – For over 75 years, WFCU Credit Union has established a proven track record in offering progressive, innovative and competitive products and services. Committed to being a leader in the Windsor-Essex financial services market, WFCU Credit Union has, throughout the years, assembled a leadership team that has never wavered from the challenges of evolving and adapting to the diverse needs of members, and the communities served.

Effective June 1, 2016, Martin (Marty) J. Komsa, current WFCU Credit Union President and Chief Executive Officer, will assume the sole role of Chief Executive Officer. Eddie Francis, current WFCU Credit Union Executive Vice President, Operations and Member Experience, will assume the position of President.

On behalf of the Board of Directors, WFCU Credit Union Board Chair, Marty Gillis is pleased to announce this new executive structure. “WFCU Credit Union has a deep-rooted commitment to our members, growing both organically and through other entrepreneurial initiatives,” states Gillis. “As strong and committed leaders, both Marty and Eddie will continue to support the Board of Directors and ensure the credit union’s goals and objectives are achieved and exceeded, guaranteeing a bright future for WFCU Credit Union and our members.”

Throughout his 30 years with WFCU Credit Union, Komsa’s leadership and long-time support of the credit union and cooperative systems have positioned the credit union as a leading competitor within the Ontario financial services market.

“Under Marty’s leadership, WFCU Credit Union has grown from \$36 million in assets to over \$2.4 billion in managed assets,” expresses Gillis. “He has been the champion behind introducing the latest products, services and technological advancements for the benefit of our members. He has built the WFCU Credit Union brand and expanded partnerships making a dramatic and tangible difference within our community and positioned WFCU Credit Union as a leading financial institution for the province of Ontario.”

Over the years, Marty has had the opportunity to serve on numerous Boards and Committees. Presently these include Chair of the CUCO Cooperative Association (Ontario) Board, Member of the Canadian Credit Union Association Board of Directors, Member of the CUMIS Executive Roundtable, Member of the Alliance of Large Ontario Credit Unions, Member of the Credit Union Executives Society CUES Canada Council, Chair of the Windsor and Essex Economic Development Corporation, Member of the LaSalle Police Services Commission Board of Directors, Member of the Windsor Canada Utilities Board of Directors and Member of the Enwin Utilities Limited Board of Directors.

Previously, Marty has served on various Cooperative System Boards and Committees which included President of the Credit Union Managers' Association of Ontario, Corporate Secretary of the Credit Union Managers' Association of Windsor, Member of the Deposit Insurance Corporation of Ontario's Sound Business Practices Committee, Member of the Deposit Insurance Corporation of Ontario's Protection Advisory Committee, Member of the Deposit Insurance Corporation of Ontario's Future Sustainability of Credit Unions Advisory Committee and Member of the Credit Union Central of Ontario Public Awareness Task Force.

Locally, Marty has also previously served on a number of Boards and Committees including Chair of the University of Windsor's Board of Governors and Executive Committee, Chair of the University of Windsor's Presidential Search Committee, Chair of the Windsor-Essex Regional Chamber of Commerce Board of Directors, Chair of the Essex Golf and Country Club Board of Directors, Executive Member of the United Way Centraide of Windsor-Essex Board of Directors, Member of the Windsor Port Authority Board of Directors and Member of the Windsor Regional Hospital Foundation Board Of Directors.

Personally, Marty has been recognized for his business and community leadership. He has received the following awards:

- . Queen's Golden Jubilee Medal
- . Credit Union Managers Association of Ontario's Credit Union Manager of the Year
- . Windsor Police Association Exemplary Person of the Year
- . Jewish National Fund of Canada (Windsor) Negev Gala Honouree
- . Windsor-Essex Regional Chamber of Commerce Business Professional of the Year
- . University of Windsor Clark Honouree
- . Rotary Club of Windsor 1918 Paul Harris Fellowship
- . University of Windsor Doctor of Laws Honorary Degree
- . Windsor-Essex Regional Chamber of Commerce Lifetime Achievement Honouree
- . Multicultural Council of Windsor Essex Herb Gray Harmony Award Honouree

In his new role as Chief Executive Officer at WFCU Credit Union, Marty will now concentrate his efforts in the areas of strategic planning, effective change leadership, and strategic plan 'Success 2020' implementation. He will work with the Board of Directors and the Executive Management Team to ensure that WFCU Credit Union continues to be positioned as a leading financial institution throughout Ontario in the financial services sector.

Francis joined WFCU Credit Union in December 2014 after three successful terms as Mayor of the City of Windsor. Eddie earned a stellar reputation in public office. Elected the youngest Mayor in the history of the City of Windsor, he achieved a record of ambitious accomplishments throughout his tenure.

Eddie's key successes included massive debt reduction, envisioning and realizing an ambitious capital infrastructure plan, revitalization of the downtown area and winning substantial economic investment in the region. He has represented the rights of the citizens, resulting in a long list of benefits to the city that will be experienced for many years to come:

- Fiscal reform
- Increased reserves
- Increased capital spending and leveraging of federal infrastructure funds for projects such as:
 - Dougall Avenue Gateway improvements
 - Walker Road Gateway improvements
- Infrastructure improvements such as:
 - Wyandotte Street East Bridge
 - Provincial Road/Howard Avenue intersection improvements
 - Lou Romano Treatment Plant
 - New Huron Lodge
 - Ojibway Nature Centre
 - Ganatchio Trail Rehabilitation
- A downtown cultural hub:
 - Art Gallery
 - A new home for the Windsor Symphony at the Capitol Theatre
 - A future modernized library system
 - New Windsor museum
- Regaining operational control of Windsor International Airport and transforming to a modern and sustainable operation
 - Airport improvements and development of a cargo hub with FedEx as a main tenant
- Downtown campuses for St. Clair College and the University of Windsor
- New downtown transit terminal
- New recreational facilities:
 - WFCU Centre
 - WIATC and Adventure Bay
 - McHugh Park Soccer Complex
- Increased profile for the City through involvement in high profile events such as:
 - Red Bull Air Races
 - Super Bowl
 - Detroit Grand Prix
 - International Children's Games
 - FINA/NVC World Series Diving Championships
- The Herb Gray Parkway – increasing the original \$300 million highway connection to a \$1.8 billion roadway and new bridge.

In addition to Eddie's life in public office, his past experience saw him leading a very successful small family business with his brothers as well as practicing law with an international law firm located in Windsor.

Reputed for his transformative vision and execution, Eddie has been recognized for his business, community and professional accomplishments. He has received:

- Windsor-Essex Regional Chamber of Commerce Business Excellence Award as Young Entrepreneur of the Year
- Multicultural Council of Windsor-Essex Herb Gray Harmony Award
- University of Windsor Clark Award
- Sports Tourism Champion of the Year
- Canadian Sports Tourism Alliance Award
- Diamond Jubilee Medal
- Paul Harris Fellow

An advocate for the future prosperity and economic success of the region, Eddie has served on numerous boards including but not limited to, Chair of the Windsor Police Services Board, Chair of the Windsor-Canada Utilities Board, Chair of the Detroit Tunnel Corporation Board, Member of Enwin Utilities Board, Member of the Enwin Energy Board, Member of the Windsor-Essex Economic Development Corporation Board and currently Member of the International Authority (Windsor-Detroit Bridge Authority) Board.

“As Executive Vice President, Operations and Member Experience, Eddie has been instrumental in leading the organization in the strategic planning process and the implementation of WFCU Credit Union’s new five-year strategic plan,” says Komsa. “His leadership and commitment to innovation will continue to guide the credit union through progressive growth and sustainability.”

Since joining WFCU Credit Union, Francis has spear-headed the credit union’s five-year strategic plan involving a number of new and innovative advancements for the credit union, including a new virtual branch. The early 2016 launch of Omnia Direct has extended the credit union’s reach and attracted new members beyond Windsor-Essex. Other market leading initiatives include WFCU Credit Union Foreign Exchange Services and the expansion of WFCU Credit Union’s Finance and Leasing relationship with FCA Canada to provide auto leasing services to all FCA Canada dealers across Ontario.

Eddie has embraced the culture of WFCU Credit Union believing employees and the service they deliver is a key differentiator. He has made the credit union’s human resource strategy a priority, building on the foundation that has been laid to continue the credit union’s position as an ‘employer of choice’. Focusing on developing a well-defined value proposition, Eddie has led the re-development and launch of the WFCU Credit Union brand, logo and tagline.

In his new role as President at WFCU Credit Union, Eddie will provide strategic oversight for the areas of Finance, Accounting, Administration, Information Systems, Human Resources, Risk Management and Compliance, Governance, Marketing, Community Investment, Commercial Services, Business Development, Retail Operations, WFCU Investment Services, Finance and Leasing and Insurance Services. He will work together with Marty and the Executive Management Team to move WFCU Credit Union forward.

“There are exciting times ahead for WFCU Credit Union,” states Gillis. “We are focussed on our brand, exploring new markets, superior service, enhanced product offerings, continued emphasis on technology, infrastructure and financial strength while keeping our same values and philosophies that make us who we are today. Marty and Eddie’s experience, reflected in the extensive list of accomplishments and awards demonstrates the passion they have for our community, for WFCU Credit Union and its members. Demonstrating strong conviction, their proven track record guarantees WFCU Credit Union will continue to forge ahead with strength and determination to provide the best in financial services and economic support for the Windsor-Essex Region and beyond. With Marty and Eddie leading the organization, WFCU Credit Union success continues.”

Komsa and Francis will assume their new roles effective June 1, 2016.

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About WFCU Credit Union

WFCU Credit Union is one of the leading, progressive financial organizations in the City of Windsor and Essex County. Serving Windsor and surrounding communities for over 75 years, WFCU Credit Union manages \$2.4 billion in assets and \$3.5 billion in member service totals. The credit union is the sixth largest in Ontario, operating nine retail locations in Essex County, serving 36,200 personal, business and organization members. Members outside Essex County and throughout Ontario can now receive the same great service experience through omnia direct, the credit union’s virtual branch. With a long-standing mission to 'provide services and a full range of highest quality financial products to make our community the best place to live and work', WFCU Credit Union stands true to its vision 'WFCU Credit Union - Quality, Convenience, Innovation, Open to Everyone and Yours to Own'. For more information on WFCU Credit Union and omnia direct visit wfcu.ca and omniadirect.ca.

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