



PRESS RELEASE

For Immediate Release

April 17, 2014

G&F Financial Group Opens 13th Branch – Located in Willoughby, Langley

Burnaby, BC – G&F Financial Group, one of the top 10 Credit Unions in British Columbia, is pleased to announce the opening of its 13th branch, and first one in Langley, BC. The newest branch, located at 120 – 20780 Willoughby Town Centre Drive near 80th Avenue and 208th Street, will officially open to the public on April 22nd, 2014.

While many members are turning to multiple channels for their banking needs, including online and mobile banking, G&F's branch network continues to play an important role for members - serving to develop community connections, offering convenience, and providing a place for personalized expert financial advice. The location of this new branch serves the Credit Union's growing member base and the rapidly expanding population of Langley.

The new branch will provide members with a unique, fresh approach to banking. It has been constructed in an open concept, inviting manner to encourage two-way conversation and foster a relaxed banking atmosphere. Also acting as a community gathering point, the new branch will provide free Wi-Fi and coffee to all visitors.

"We want members to feel included and take ownership of their banking experience," say Co-CEOs Bill Kiss and Jeff Shewfelt. "This is why our new branches are designed 100% with the member in mind. Our new branches offer an opportunity for members to learn and manage their finances in a comfortable, open environment. Gone is the traditional, one-way transactional approach to banking."

Kam Mokha, Willoughby Branch Manager, says that "Willoughby Town Centre Drive is a brand new development and we couldn't be more excited to be a part of the growing community. To celebrate the opening of this newest branch, the Credit Union will be hosting and supporting many family events and festivities, along with special member offers. "

Visit gffg.com for more information.

About G&F Financial Group

With over 26,000 members and \$1.3 billion in assets under administration, G&F Financial Group is one of the top 10 Credit Unions in British Columbia. The credit union's commitment to investing in its employees, members and the community is recognized by awards such as BC's Top Employer in 2012 and 2013, induction into Burnaby Board of Trade's Business Hall of Fame, and the 2012 Community Spirit Business of the Year Platinum Award from New Westminster Chamber of Commerce. For more information, please visit www.gffg.com