

FirstOntario

CREDIT UNION

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Hamilton, ON – FirstOntario invites our communities to help “Make It Seven”.

FirstOntario Credit Union has joined the “Make It Seven” campaign as a proud corporate partner. The “Make It Seven” campaign is a ground-breaking bid from Ontario businessman, Jim Balsillie to purchase the Phoenix Coyotes NHL hockey team and relocate it to Hamilton’s Copps Coliseum. This bid would bring a seventh NHL club to Canada.

“When we found out about the ‘Make It Seven’ campaign, we knew that FirstOntario had to become a corporate partner,” said Kelly McGiffin, FirstOntario President and CEO. “The success of this campaign would revitalize Hamilton’s downtown core and potentially provide thousands of jobs to the Hamilton community. That’s pretty exciting news given our current economy.”

McGiffin added, “Copps Coliseum would be upgraded to a modern and viable NHL arena to accommodate this world class hockey team. Hamilton has taken some hard hits in recent months. FirstOntario’s head office is in Hamilton and we are committed to supporting our communities. The decision to become a corporate partner in this campaign was an easy one to make. It’s not every day that you get an opportunity to bolster an entire community.”

The “Make It Seven” campaign is revolutionary and is currently being evaluated very closely in the court system. The support of everyone in our communities is needed today. If you would like to lend your support to the “Make It Seven” campaign, visit the campaign website at www.makeitseven.ca. Here you can add your name to the list of campaign supporters, track the progress of the campaign and also add your voice and video messages to show your support.

In business since 1939, FirstOntario Credit Union serves over 70,000 Members and offers a full suite of banking products including daily banking, mortgages, lines of credit, loans and investments. FirstOntario has over \$2.1 billion in funds under management and currently has 17 branches serving 11 communities within the Hamilton, Halton and Niagara regions as well as South-Western Ontario. Membership is open to anyone living or working in the areas in which FirstOntario operates.

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