

# Credential<sup>®</sup> Direct

a division of Credential Securities Inc.

**MEDIA RELEASE**  
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## **Credential Direct ranked Canada's #1 online broker**

**Vancouver, BC** – Credential Direct has again been named as the top overall online brokerage in Canada in terms of features and functionality for investors and traders. This is the second consecutive time Credential Direct has received such honours.

In its *Q4 2006 Online Discount Brokerage Review released last week*, Surviscor announced that Credential Direct received recognition for first place *Overall* and for top honours in the *Investor Profile*.

"We are pleased that our continued efforts in our online trading platform have once again garnered the top overall position in the Surviscor rankings," said Lothar Fabian, Vice President, Credential Direct. "It is particularly gratifying to be rated number one in the Investor profile, as this segment represents the majority of Canadian online investors."

Credential Direct has been recognized as a Canadian leader in the online brokerage business over the past several years, based upon its high-quality products and services. With its industry-leading analysis and financial planning tools, Credential Direct has worked consistently to improve its offering and to keep its fees at among the lowest in the industry.

In addition, Credential Direct achieved a top score in the Customer Efficiency Ranking. "We're also extremely proud of our stellar performance in a separate Surviscor Customer Efficiency Ranking (CER) which measures our speed and accuracy in responding to 'ghost shopper' email inquiries throughout 2006," Fabian added.

Surviscor Inc. is a Canadian firm that analyzes and ranks Canadian online services offered to retail consumers. Surviscor produces annual and semi-annual scorCards(TM). The scorCards(TM) serve as industry benchmarks for consumers and industry firms. They identify firms considered to be leading-edge solutions providers and those whose online offerings are well below industry standards. More information and details of the report can be found at: [www.surviscor.com](http://www.surviscor.com).

**ABOUT CREDENTIAL DIRECT** - *Established in October 2000, Credential Direct is a full service online brokerage delivering access to self-managed equity, mutual funds, bonds, and options trading to all Canadians. Credential Direct is a division on Credential Securities Inc., the credit union system's preferred full service brokerage.*

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