



PRESS RELEASE

For Immediate Release

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G&F Financial Group: First Credit Union in BC to Offer *Interac* Flash® to All Members

Burnaby, BC – G&F Financial Group is pleased to announce the launch of *Interac* Flash®, making it the first Credit Union in BC to introduce this service to all of their members. *Interac* Flash is an enhancement of *Interac*® Debit that allows users to pay for smaller purchases using simple tap-and-go technology.

Interac debit cards account for almost 55% of all card-based transactions in Canada, and G&F saw an opportunity to provide their members with a service that wasn't yet available in BC's credit union system. *Interac* Flash was a natural addition to G&F's existing products and services. The Credit Union wanted to provide members with another convenient channel to conduct their banking that leveraged the popularity of *Interac* payments and provided the benefit of *Interac* Flash's speed and ease-of-use to members.

"Faced with changing member needs, we're constantly looking for ways to enhance G&F Financial Group's product and service offerings. The introduction of *Interac* Flash highlights our Credit Union's innovative stance, and we're thrilled that our members will benefit from our technology-forward approach," say Bill Kiss and Jeff Shewfelt, Co-CEOs of G&F Financial Group.

G&F Financial Group introduced its Flash-enabled debit cards in all branches starting on September 29. Existing G&F card holders will receive their new *Interac* Flash-enabled debit cards in the mail in late October/early November.

"As a progressive Credit Union with a reputation for technological innovation and superior member service, we are proud that the team at G&F continues to demonstrate leadership in the payments solutions space", says Chris Goodman, Vice President, Information Technology of G&F Financial Group.

About *Interac* Flash

Interac Flash gives cardholders the choice to pay for smaller value items using debit by simply holding their card at a point-of-sale reader that supports *Interac* Flash.

Interac Flash uses EMV™ technology and the existing chip debit infrastructure, which protects it from fraud such as copying and "electronic pick-pocketing". It offers strong consumer protections and unique security features. Leveraging the trusted *Interac* brand, cardholders are also protected from unauthorized transactions under the *Interac* Zero Liability Policy*.

About G&F Financial Group

With more than 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



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*All *Interac* cardholders are protected from losses resulting from circumstances beyond their control under the *Interac* Zero Liability Policy. See your financial institution for details.