



PRESS RELEASE

For Immediate Release

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G&F Financial Group Launches LiveChat for Website Visitors

Burnaby, BC – G&F Financial Group, one of the top 10 Credit Unions in BC, announced today the launch of LiveChat, an instant messaging tool accessible to all website visitors. Available 6 days a week through the Credit Union’s website www.gffg.com, LiveChat connects G&F Financial Group members and website visitors, via instant messaging, to Personal and Financial Advisors at the Credit Union’s Member Hub.

Over the past three years, online, mobile, and phone banking has increased by 37% at G&F Financial Group. Recognizing that members value convenience and accessibility, the Credit Union offers multiple ways for members to connect with G&F Financial Group. In addition to in-branch services, G&F provides secure online, mobile, and telephone banking, with the option to call in to the Member Hub, plus a mobile team of experts who meet with members when and where it’s convenient for them.

LiveChat now introduces another option to interact with G&F Financial Group. Whether members have a simple enquiry or more detailed request, they can connect with an Advisor and receive assistance within seconds, without ever picking up the phone or leaving their banking webpage.

“G&F Financial Group is a progressive and innovative Credit Union,” says Chris Goodman, VP, Technology. “LiveChat is just one of the new technologies that the Credit Union has recently introduced; we are continually researching and investing in new initiatives to best serve our members when and where they prefer. In 2014, we launched a new mobile banking app, implemented Deposit Anywhere™ remote deposit capture, and became the first Credit Union in BC to offer INTERAC® Flash to all of its members.

“The business and personal financial landscape has changed dramatically over the years, and the pace of change is increasing rapidly,” say Co-CEOs Bill Kiss and Jeff Shewfelt. “Member behaviours are changing, and more members are engaging with G&F Financial Group through a variety of channels. We are prioritizing and anticipating member needs, and are constantly evolving and expanding our products and services, and creating new channels to interact with members. Our new instant messaging platform LiveChat is just another way we continue to engage with our members.”

ABOUT G&F FINANCIAL GROUP

With close to 28,000 members, 13 locations, and almost \$1.5 billion in assets under administration, G&F Financial Group is one of the top 10 Credit Unions in British Columbia. A full service Credit Union, G&F offers personal and business banking, wealth management and insurance products and services, as well as qualified financial advice. Our commitment to investing in our employees, members, and the community is recognized by awards such as BC's Top Employers, induction into the Burnaby Board of Trade's Business Excellence Hall of Fame, and United Way's 10 Years of Excellence Award for gold level giving. For more information, please visit www.GFFG.com and www.creditunionsarehelpinghere.com.

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