FOR MEDIA INQUIRIES PLEASE CONTACT:
Brown & Cohen Communications & Public Affairs Inc.
416-484-1132
Kendra Dubyk ext. 5 kendra@brown-cohen.com or
Wendy Kauffman ext. 3 wendy@brown-cohen.com

Media Release
For immediate delivery

**Northern Credit Union to Open Branch in Iron Bridge to fill the void left by RBC**

(IRON BRIDGE – March 19, 2010) Northern Credit Union today announced the opening of a new branch in the community of Iron Bridge to serve the municipality of Huron Shores. The credit union will begin operations the week of March 22 in a temporary location adjacent to the Municipal Office until a permanent location is established in early May.

The branch will provide expertise in all streams including retail and commercial banking and wealth management.

“With the closure of the only financial institution in the community, Northern Credit Union is excited to be able to provide full-service banking to the residents of Iron Bridge and to work with the more than 30 established businesses in the community,” said Al Suraci, President and CEO of Northern Credit Union. “Iron Bridge is situated well within our Northern footprint and we look forward to building stable financial futures together.”

A community celebration evening is being organized by Northern Credit Union as an informal launch of their new branch. The event will provide important information regarding their services and support for individuals, families and businesses. This is an opportunity for the residents of Iron Bridge to get to know Northern Credit Union and meet the family of advisors. Northern will also be providing complimentary copies of their new book, Northern Cents, to all in attendance that evening.

Huron Shores Mayor Ted Linley said, “Northern Credit Union’s commitment to Iron Bridge comes at a crucial time in our history. The presence of a major financial institution is paramount to the strength of a community and we are grateful to Northern Credit Union for making this decision and we welcome them.”

The decision made by the Board of Directors came as a result of a thorough analysis of the potential within the Municipality of Huron Shores including the tremendous support offered by the community leadership.

“As a Credit Union focused on social responsibility and community involvement we felt this move made sense,” said Geoff Shaw Chairman of the Board for Northern Credit Union. “We look forward to sharing the Northern philosophy of member-centric banking with the community of Iron Bridge and the Municipality of Huron Shores, putting people and community first.”

The community and media are invited to participate in the community appreciation event.

**Who:** Northern Credit Union Financial Advisors, Senior Management Team Members and Board Members

**Date:** Thursday, March 25, 2010

**Location:** Iron Bridge Lion’s Club

**Time:** 7:00 pm

Serving 22 communities stretching along the Canadian Shield in northern and eastern Ontario, Northern Credit Union is a full-service, locally-operated financial institution offering personal and commercial banking and financial planning expertise to over 48,000 member shareholders. For more information on Northern visit www.northerncu.com.